The Power of Not Yet

Unleashing Your Potential One Rejection at a Time.

Red Hilton

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PROLOGUE

(Fancy for "Intro")

The summer of 2019 is now a bittersweet memory, as it marked the end of an era before the seismic shifts of 2020. But for me, it was a transformative journey, a time when the universe conspired to unlock answers to profound questions I hadn't even dared to ask.

A dinner in late August of that year with my youngest sister captures the essence of this transformative period. My sister resides in a different state, making our meetings infrequent. Despite the distance, she and my youngest daughter keep in touch by frequently exchanging texts with what I am told is for a “reasonable and necessary” amount of time about essential pop culture-heavy shows like The Golden Bachelor and others, keeping me in the loop about my sister's life. Our family structure is somewhat unconventional; we grew up in different eras and locations and share the same father but have different mothers. Cue the violins.

Our father died years ago when my sister was relatively young and I was less old. When speaking about our relationships with our mothers, we each have our intricate trajectories of tragedy and "interesting" stories. It is not a competition, but we are both "lucky" to have plenty

of tales to tell. These stories often end with one of us reassuring the other that they "sound like a trauma response in the making."

On this particular summer day in 2019, it just so happened that my sister needed some advice. She felt I could help her, so she came to me, and this dinner occurred. It was the first time that we really got to sit down as adults with no agenda, no one else around, and simply talk.

As we sat there reliving memories regarding our Dad, childhoods, and early experiences separate from each other, I felt like we were telling the same story, almost living the same life. At one point, I commented that I remembered that our Dad turned everything into an educational or "teaching" moment (and I do mean everything); she acknowledged the same. She responded, "Because of that, I feel like I have a working knowledge of everything."

My eyes widened.

If you have any memory of late summer 2019 and hearing a loud screeching thud followed by feeling as if the earth had stopped moving on its axis...that was me. I apologize. At that moment in my life, the entire universe seemed to have come to a screeching halt. You see, ever since I can remember (and I'm going to venture out on a limb and say possibly as far back as "in utero"), I have always believed that I would succeed, not necessarily "be successful" but succeed. I have always felt I could do anything I put my mind to and that there was no situation I would ever walk into where I could not figure out a solution. Now, mind you, I have not always succeeded, but I have always believed I would. This perspective has profoundly influenced my approach to the unknown and uncharted territories.

"*I Never Lose. I Either Win or Learn*."

-Nelson Mandela

My unwavering belief in my abilities has been a driving force throughout my life, propelling me to take on challenges that I probably should not have, depending upon who you ask. It's not about arrogance but rather a deep-seated confidence that fuels my determination. This mindset has led me to embrace opportunities and tackle obstacles head-on, learning and growing with each experience. I firmly believe that one's perspective shapes one's reality, and my (possibly unrealistic) optimistic outlook has played a pivotal role in shaping the course of my journey so far. As I reflect on my past, I can't help but acknowledge the impact of this mindset on my achievements, underscoring the power of self-belief in the pursuit of success. Thanks, Dad!

"*A bird sitting on a tree is never afraid of the branch breaking because its trust is not on the branch but on its own wings. Always believe in yourself*."

-Charlie Wardle

I've come to understand that the phrase "not yet" holds much more power than the notion of incapability. It embodies a mindset that perceives challenges not as insurmountable obstacles but as opportunities for growth and learning. By viewing the unaccomplished as the yet-to-be-accomplished, I've developed a resilience that enables me to face the unfamiliar with curiosity rather than fear. The power of "not yet" has shaped my personal and professional narrative and influenced the way I approach problem-solving. Instead of being daunted by the complexity of a challenge, I see it as an invitation to apply my skills. My Dad learned to "adapt, improvise, and overcome" in the military, and from a very young age, he imparted that wisdom to me. This outlook has allowed me to lean into life with quiet confidence, devoid of the need for flashy displays and overt bravado. The subtlety of quiet confidence carries its own magnetism as I reach out to people with authenticity and genuine interest. Having a "not yet" mindset has also allowed me to create bonds built on substance rather than showmanship as I invest in others and share my eagerness to learn and explore my potential.

Moreover, I've learned to appreciate the journey as much as the destination. Whether traditionally defined as "successful" or not, each endeavor contributes to my growth and understanding of my capabilities. Failures are not seen as setbacks but steppingstones, guiding me toward a deeper understanding of my strengths and weaknesses and paving the path to the journeys ahead. The belief that my potential is limitless and any uncharted territory is simply a canvas for my capabilities propels me forward with a sense of purpose and determination.

This "not yet" mindset is a learned behavior developed over time through experiences, self-reflection, and an unknowingly conscious choice to expect a positive outcome. I firmly believe that this way of thinking is accessible to everyone, so it is not limited to a select few

with innate abilities. It's a matter of acknowledging one's potential and actively cultivating a mindset that focuses on growth, resilience, and a belief in the capacity for improvement. So, how does one develop a "not yet" mindset? I'm glad you asked.

In your hand, you hold the proverbial "brain dump" of my journey over the last 30 years of developing a "not yet" mindset. Here, you'll find the questions I have asked and the answers I have discovered. In some circumstances, the answers are things I tell myself as a placeholder as I realize I am only mid-way through a journey.

In Chapter one, you'll learn why reframing past experiences, intentions, desired outcomes, and thought patterns that no longer serve you is paramount to the freedom to believe in yourself and your abilities. Reframing will allow you to understand that "rejection is a gift," helping to guide you toward your goals. You will begin to adopt the phrase "what if, instead..." when reframing roadblocks as stepping-stones, and setbacks are no longer indicators of inherent limitations but rather temporary challenges on the path to growth.

Chapters two through four will challenge your idea of happiness as we dig out of negative emotions. Together, we may discover how easy it is to conflate happiness with safety. I am going to challenge you to believe in yourself, gain an understanding of how anger is a secondary emotion, how multitasking is a myth, and the simple steps to take to embrace "Imposter Syndrome." Then we will take a 40K foot perspective from the "cockpit of your life" for when things are "not working," to determine if your default is to assign blame or take accountability.

Chapters five through seven will help you learn to "perfect" your craft (through real-world experience and education) as you strive for excellence, not perfection, all while knowing you cannot pour from an empty cup. You'll learn to create deeper connections as you stop

focusing on influencing and start focusing on educating clients, as you remember that people want to be empowered, not sold. You will work towards surrounding yourself with a supportive environment, seeking inspiration from role models who foster a culture of encouragement so that you can model their behaviors and trajectories while challenging limiting beliefs, like comparing your "start" to someone else's "middle" or "end." Chapter seven will help you work on becoming crystal clear in your journey and practice the 3Ps of a work ethos; "Principled, Pointed, & Purpose-driven.

In the final three chapters, we bring everything "full circle" (ahh...t he corporate speak, I had to work that in somewhere...). Chapter eight will help you define your "avatar," your ideal client, as we drill down to exactly who you are called to serve. Chapter nine walks you through developing memorable marketing by "Perfecting your Pitch." We start with your "hook" by exploring your ideal client's story and identifying the need only you can fill for them. Next, you will create an offer that is scalable and easy to replicate, resulting in your clients looking for you. Chapter ten will help you tell your story in order to create the perfect "push/pull" balance when trying to pull people into your life's purpose and push them to excel in their own.

Whew, all that power in the palm of your hands? Yes! The "not yet" mindset is a formidable catalyst for achievement and an investment in success where future challenges are met with unwavering optimism. It recognizes current abilities as starting points rather than fixed limits, unlocking a realm of possibilities. With this mindset, we embark on a journey where the possibilities are endless, and encountering a "ceiling" has not happened and probably won't, at least "not yet."

Chapter One

Rejection is a Gift

What if, instead...?

Rejection is a gift. Rejection challenges us to pause, reflect, and realign our aspirations. Every rejection is an opportunity to refine your skills, learn from your mistakes, and evolve into the best version of yourself. Rejection serves as a test where you discover the inner strength and determination required to continue moving toward achieving whatever the hell you want!

Think about some of history's greatest innovators, artists, and visionaries. They all faced their fair share of failures and rejections. Thomas Edison famously said, "I have not failed. I've just found 10,000 ways that won't work" when inventing the light bulb. Edison didn't let failure define him; he used it to fuel his journey to success. As with Edison, failure is not the end; it's a part of the process.

History is filled with famous and highly successful individuals who faced numerous rejections before achieving their dreams. These stories are powerful reminders that rejection is not a roadblock but a

redirection, guiding us toward our true calling. So, the next time you face rejection or encounter failure, remember this: You are not alone. Every successful person has been where you are. Here are a few notable examples:

• Walt Disney was fired from a newspaper for lacking imagination and then had his animation company go bankrupt. However, he went on to create a media empire, giving us beloved characters like Mickey Mouse and theme parks like Disneyland.

• Oprah Winfrey: Oprah Winfrey was told she was "unfit for television news" early in her career. She persisted and became one of the most influential media personalities, launching the OWN television network and significantly impacting the world through her work. "You get a car, and you get a car!"

• Stephen King: The best-selling author of horror novels, Stephen King, initially received multiple rejections for his first novel, "Carrie." He even threw the manuscript in the trash before his wife rescued it. Now, he's known for his prolific and successful writing career.

• Albert Einstein: The legendary physicist Albert Einstein struggled with academics as a child and initially faced rejections from several universities. However, his groundbreaking work on the theory of relativity earned him the Nobel Prize in Physics and transformed our understanding of the universe.

• Elvis Presley: Elvis Presley was told by a talent manager after an audition that he should consider driving trucks for a living instead of pursuing a career in music. He ignored this advice and became one of the most iconic figures in the history of rock 'n' roll.

• Colonel Sanders: The founder of KFC, Harland Sanders, faced rejection from hundreds of restaurants when trying to sell his fried chicken recipe. Eventually, he founded his franchise, KFC, which is now one of the world's largest fast-food chains.

These examples illustrate how rejection, though disheartening at the time, can serve as a powerful motivator to persevere, learn, and eventually succeed. Embrace rejection as a teacher, and remember, the road to success is rarely straightforward. Each "no" you encounter can bring you closer to your "yes" and guide you toward your ultimate goals. I hope that one day, you'll reflect upon your journey and believe that rejections and failures were not obstacles but catalysts that propelled you forward.

SIMPLE BUT NOT EASY

Clearly, embracing rejection is not easy, but it is simple. Doing so requires working through many emotions that we typically try to avoid visiting voluntarily. It is a gift in disguise. It pushes us to reevaluate, adapt, and grow. It forces us to refine and redefine our goals, become more resilient, and strive for excellence (not perfection).

Here are ten healthy responses to receiving rejection:

• Self-reflection: Take a moment to introspect and understand what led to the rejection. Assess your actions, decisions, and areas for improvement.

• Resilience: Embrace rejection as a natural part of life's journey and develop the resilience to bounce back stronger.

• Learning: See each rejection as an opportunity to learn and grow. Extract valuable lessons and insights to apply in future endeavors.

• Adaptation: Be willing to adapt and make necessary adjustments based on the feedback received, turning a rejection into a chance for self-improvement.

• Positive self-talk: Practice self-compassion and maintain a positive inner dialogue. Remind yourself of your worth and that rejection does not define you.

• Seek support: Lean on friends, family, or mentors for emotional support and guidance. Sharing your experiences can provide valuable perspective.

• Persistence: Use rejection as a motivation to persist and keep pursuing your goals with even greater determination. Remember that many successful individuals face rejection multiple times before achieving their dreams.

• Setting realistic expectations: Reevaluate your goals and expectations, ensuring they are attainable and align with your abilities and resources.

• Networking: Connect with others who have experienced similar rejection, as they can provide encouragement and share their own stories of overcoming setbacks.

• Self-care: Prioritize self-care, both physically and mentally. Engage in activities that bring you joy and relaxation to help maintain a healthy mindset and outlook.

Constructive reactions in the face of rejection assist in navigating setbacks and transforming them into valuable stepping stones. Rejection is not a final destination but a temporary detour. How you respond to rejection will profoundly influence the course of your journey, one rejection at a time.

REFRAMING

In my personal and professional life, I've been purpose-driven about "reframing" how I interact with people and handle situations and emotions that no longer serve me in my life ambitions. Reframing re-

jections, negative experiences, and interactions involves changing how to perceive and interpret situations. For instance, if you receive constructive criticism (and possibly not-so-constructive criticism) from a client or colleague and initially feel demoralized, reframe it as an opportunity for improvement and professional development. Instead of viewing a past failure as a reflection of incompetence, see it as a valuable lesson contributing to your growth. When lacking confidence, rather than dwelling on perceived shortcomings, take account of what should become your customized roadmap to personal development. Knowing what needs work allows you to focus on growth and avoid spending time on areas where you already excel and feel comfortable. This insight becomes a tool for efficiency, guiding you towards self-improvement and ensuring your time and energy are invested where they make a difference.

Reframing is about shifting from a negative to a constructive perspective, turning challenges into opportunities and weaknesses into areas for improvement. Have I always managed to "reframe" my viewpoint when the situation calls for it? We both know the answer to that question. But even a 10% improvement in any tough situation or mental challenge is progress. By consistently making these seemingly small improvements, I've been able to transform aspects of my life that were holding me back. Reframing how I look at things allows me to pause, reflect, and adjust my inner narrative. It's easy to let these moments define us or hold us back. But what if, instead, we chose to see them as opportunities for growth and progress? What if we saw each rejection as a step in the right direction, a gift that guides us on our true path?

In business, turning negative thoughts into positive motivation is vital for resilience. Challenges are part of the entrepreneurial journey, but viewing them as opportunities for growth will fuel perseverance.

This mindset shift fosters innovation and adaptability, which are crucial in the dynamic business landscape.

What If, Instead...?

What if, instead of dwelling on our failures, we celebrate them as vital components of our success story? What if, instead of fearing rejection, we welcome it as a guiding force on our journey? What if, instead of viewing rejection as a setback, we treated it as a setup for something greater?

Often, when I am speaking with people (primarily salespeople, but keep in mind that I believe ANYONE who is a business owner or works on commission is a salesperson, and I mean everyone!), they usually attribute their success to a "numbers game"; some see it as luck, and others see it as purely application and "grind." Typically, salespeople spend an excessive amount of time networking, putting themselves "out there," primarily by "making calls" and "dialing for dollars." As a result, there are two types of salespeople: those who hate making calls and those who don't make them at all. In the expansive landscape of client prospecting, two distinct approaches generally emerge: the masochist who sets out to make calls and find 100 people to tell them “No" daily and the "Schrödinger's Salesperson" who avoids contacting people and therefore avoids any definitive answers and holds on to the potential hope of obtaining clients.

The Masochists: Some professionals adopt an unconventional client prospecting method, setting a daily quota for encountering rejections and framing the experience as a desensitization exercise. Rejection is not perceived as a hindrance but a calculated strategy, always getting them closer to their "goal" for the day. The masochist seeks rejection to build resilience and minimize the mental impact of

setbacks in the competitive field of client prospecting. This masochistic perspective, however, focuses on getting through the task rather than extracting valuable lessons from the process.

"Schrödinger's Salesperson" is inspired by Schrödinger's cat, a thought experiment in quantum mechanics. In the original scenario, a cat inside a sealed box is considered both alive and dead until the box is opened and the cat's state is observed. Similarly, "Schrödinger's salesperson" can humorously describe someone who hesitates to engage with potential clients out of fear of rejection. This individual might be considered both successful and unsuccessful in their sales efforts, existing in a state of professional ambiguity. Their reluctance to initiate conversations leaves the outcome uncertain, much like Schrödinger's cat, which exists in a dual state until observed. In this context, the term emphasizes the paradox of wanting to make a sale but avoiding client interactions to sustain the hope of success without facing potential rejection.

What if, instead, we adopted both techniques? Reframing our intentions and desired outcomes could alleviate the negativity and constant rejection of the masochist and provide some much-needed closure and success for 'Schrodinger's Salesperson.'

Take, for instance, a Real Estate Brokerage. They follow what I call the baseball model when building an office. In baseball, there are two traditional ways of "building" a franchise. The first is drafting and developing talent in the minors, hoping that a player grows into a "star" one day, and the second is trading or signing big-name, well-established, successful players to your roster. The same can be said for Real Estate Brokers canvasing for new-to-them Agents to recruit to the Brokers' firm.

Once Brokers rise above their Schrodinger's complex to actually make calls, they often reach out to Agents (usually within a month

or two of having a transaction with them) and try to get them to "come on board" at the broker's office. Typically, promises of "the best" training, "the best" support staff, or technology, etc, are made to get the agent to jump ship and hang their shingle with the calling Broker's firm. Look, we all know how typical recruiting calls go and how they are skewed to portray the benefits that can be subjective. The true intention of the call is that the broker wants as many agents in the office as possible because that means more money (in desk fees/co-broke, etc) for the broker. Once the broker is told "no," they are on to the next agent and the next, and the next, hoping to catch an Agent looking to make a move in their business. The challenge with this interaction is the broker is hard-pressed to keep calling any of the agents again once the masochistic checklist has been "checked" by being told "no." Considering how often Agents receive these recruiting calls from Brokers, if the agent is not, at that moment, contemplating a move, it is hard to stand out in the landscape of Brokers making recruiter calls. The broker gave themselves one shot, and they swung and missed.

What if, instead, the broker reached out to agents not to ask a question but to develop a relationship? What if, instead of calling agents to ask about moving to their brokerage, brokers called on Agents to talk about the housing market? What if, instead of Brokers asking one pointed question, they asked Agents about their thoughts on current housing prices, the state of mortgage rates, the trends in decorating, or the differences in how agents need to market themselves this year as compared to last year and then let the conversation go wherever it may?

Do you see the difference? By adjusting tactics and desired outcomes, the broker still gets to "make calls" (the Masochists) but never hears a "no" from the Agent (satisfying Schrodinger's Salesperson). In this case, the broker can contact the agent again to follow up on the

previous conversation, and we all know the best sales tactic is to stay "top of mind." Someday, when the agent is looking to make a change in their brokerage firm, they are much more likely to remember their conversations with that broker than anyone else cold-calling them to "jump ship." So I ask you: what if, instead of making a sale, we set out to make friends? Choosing this tactic is what I like to refer to as avoiding the 1:1 Mentality.

The 1 to 1 Mentality

I always marvel at people who do not like making calls but enjoy in-person networking. It may be the pace of the interactions they prefer. Making calls exposes you to MANY possible rejections in a short period of time. Calling people on the phone allows the prospect to benefit from "cover," and they are more likely to reject you or even hang up (I mean, what are you going to do about it? That's right, nothing). Meeting people in person might mean covering less ground or making fewer contacts, but it is less likely people will flat-out reject you since most people dislike or try to avoid a confrontation. The expectation is anyone you are networking with or taking the time to "chat up" will at least be polite. It saves you from rejection even in the face of potentially "wasting your time," and you still get to feel like you are doing something "beneficial" for your business.

What if you changed your mindset when it comes to client prospecting? I always caution people against adopting the 1:1 Mentality. It is no secret that I have spent more than 30 years in sales. The way I built my business was "unconventional" (something I encourage everyone to do). I spent an inordinate amount of time educating people about my profession. Most people in my classes and seminars would never become clients. But I saw a mutual benefit. The atten-

dees received the information they needed to make decisions or, at a minimum, understand the "behind the scenes" of what is usually a hidden process. I got an opportunity to "perfect my craft" (more on that later). In these seminars, I could practice my elevator speech, learn what people didn't know about my industry, and discover the most common questions prospects were asking. This insight later benefited me when I was writing my first book, blogging, and putting my online courses together. Everyone in my office thought I was insane and wasting time teaching classes and giving seminars. They all had a 1:1 mentality.

A 1:1 mentality is when your actions are done only and specifically to affect a sale or "win" a client, which means that you do one activity with one outcome in mind. In business, every person you meet should become a client or a megaphone for you and your business. Having someone act as a megaphone for your business means leveraging others to advocate or promote your brand and offerings to a broader audience, regardless of whether they have a personal need for your services. It's a strategy to tap into their credibility and reach to boost your brand's visibility and credibility. Just because someone isn't going to be a client today doesn't mean they won't be a client at some point, and in the interim, turn them into your biggest cheerleader.

Example of a megaphone: I met people through my seminars who kept in contact with me (yes, you read that right, they kept in contact with me) for seven years before they became clients. During those seven years, I continued to share my knowledge and advice with them, and they became some of my biggest cheerleaders. They referred me to everyone they knew: friends, co-workers, and relatives. Just because they were not in a position to become a client when we met doesn't mean they didn't know people who were.

In addition to the attendees of my seminars becoming eventual clients or megaphones for my business, the organizers and hosts of the seminars have been clients or made referrals to me. Back then, if I had a 1:1 mentality, I would have only looked at the expenditure of time and evaluated my ROI for the seminars, not the entire experience and all the possible (positive) outcomes. Today, people I met at the beginning of my career are repeat clients, a large source of referrals, and 30 years later, I am taking on their children as clients.

Understanding rejection as a valuable gift is crucial for success in both personal and professional realms. The key lies in reframing negativity – shifting from a negative to a constructive perspective. This shift is especially significant in business, where avoiding the 1:1 mentality becomes essential. Instead of focusing solely on immediate sales, build relationships and connections that will yield long-term benefits. Never be so short-sighted as to miss the long game in business. By embracing rejection, reframing our mindset, and steering clear of narrow-minded approaches, we pave the way for resilience, adaptability, and ultimate success in the dynamic landscape of business, one rejection at a time.

Chapter Two

Safety vs. Happiness

First, let's understand the fundamental differences between the two emotional states of safety and happiness. If you were to dissect the colloquialism, "The joy is in the journey, not the destination," happiness is the journey; safety is the destination.

Safety refers to a state of being free from harm or danger. It is a primal instinct deeply rooted in our evolutionary history. The perception of safety triggers the brain's reward system, releasing neurochemicals like dopamine, contributing to a sense of well-being. If you have ever purchased a toy for a puppy, you have seen the instinct for safety over happiness in action. At first brush, most puppies are scared to engage with the unknown. To the puppy, the new toy may look fun, and they are most likely inquisitive. As their human, you know they will love playing with it; I mean, who wouldn't? It's a toy! The puppy's first reaction will most likely be to not engage with the new toy until they are able to form a better opinion. They will most likely keep a watchful

eye on the new toy but keep their distance. The puppy is choosing safety over happiness.

Happiness is a complex emotional state that encompasses feelings of joy, contentment, and overall life satisfaction.* Unlike safety, happiness is not solely linked to the absence of threats or danger; it is influenced by a myriad of internal and external factors, including social connections, personal accomplishments, and one's outlook on life. In the case of the puppy and the toy, if you have ever pressed on the "squeaker" in a doggie toy and then seen your best friend coming at you at 80 MPH, ready to play, you have witnessed happiness. Leading up to that moment of transformation from a puppy playing it safe to playing with reckless abandon, the puppy unconsciously traveled through a whole host of emotions influenced by their desire to play, investigate "questionable" circumstances, and trust they have built with their human. Ahh, the complexities of happiness.

"**You can't buy happiness, but you can buy toys, and that's kind of the same thing**."

-Anonymous

When building a business, making it big often means taking risks and facing challenges head-on. But here's the thing: some people aiming to become successful business owners get caught up in the idea that staying safe equals being happy. Exchanging or conflating safety for happiness can often hold you back when you're trying to build a booming business. Imagine a salesperson afraid to try new things, like

exploring untapped markets, pitching fresh ideas, or using the latest tech tools. Their goal might be to keep things safe and predictable, but the results are often missed chances, slow professional growth, and a business that hits a standstill.

Some business owners deeply feel that safety means happiness. Many factors contribute to the tendency to connect a sense of security with overall well-being, such as:

• Financial and Business Stability: - Business owners often associate financial security with safety, equating stability to overall happiness. Do you want to "pay your bills and live within your means," or do you want to "have it all and live your dreams?"

• Risk Aversion: - Entrepreneurs are generally risk takers; that is what allows them to succeed, but playing it safe and developing a strong aversion to risks and uncertainties by avoiding potential threats to the business is a safeguard for some, and this avoidance is linked to feelings of happiness. To paraphrase T.S. Eliot, "Only those who risk are free." Actually, the quote is, "Only those who will risk going too far can possibly find out how far one can go," but you get the idea.

• Success Metrics: - Business achievements tied to safe measurements of success may lead people to believe these factors inherently contribute to their happiness. Do you want to "coast" and gently meet your goals, or do you want to "blow" them out of the water?

• Community and Reputation: - The reputation of a business within a community can be a source of pride and happiness for owners. Maintaining a safe and reputable business image becomes intertwined with personal happiness. No one wants to be the "pushy salesperson," but you also don't need to live in either extreme. It is possible to find happiness with success and still be viewed as a caring and productive member of the community. Sponsor a child soccer team, host an event for local seniors, etc. Getting your name out there

and telling others you are successful is not flaunting your success; it is sharing your success with others.

Playing it safe is ingrained in the fabric of who we are as people:

• Evolutionary Heritage: - Human evolution prioritized safety for survival.

• Emotional Oversimplification: - In its attempt to make sense of the world, the human brain tends to simplify complex emotions.

• Defense Mechanisms: - Individuals who have experienced trauma or adversity may employ the illusion of safety as a defense mechanism.

• Societal Influence: - Certain cultures heavily emphasize the pursuit of safety, stability, and conformity, causing individuals to prioritize safety over personal happiness.

• Fear of the Unknown: - Much like the puppy and the new toy, the unknown is often perceived as a threat, triggering a fear response. People may resist change and cling to what they perceive as safe, even if it doesn't bring them genuine happiness.

Finding the space between safety and happiness comes down to using one of the most overused clichés…" Step outside your comfort zone." Don't worry, I am groaning for you. The five most overused words in the English language are overused for a reason. "Playing it safe" is fine, but it will usually allow you to only dip your toe in the success pool that you're seeking.

Guerilla Marketing

If you haven't already, read the book "Guerrilla Marketing" by Jay Conrad Levinson. Published in 1984, it introduces unconventional and low-cost marketing strategies for small businesses with limited budgets. But it is not just a book; it's a powerful guide that encourages individuals to step out of their comfort zones and explore unconven-

tional sales and marketing tactics. In the world of business, it's easy to fall into the trap of safety and familiarity, sticking to traditional methods. However, Levinson's book challenges this conventional thinking and inspires readers to push themselves beyond their comfort zones. By doing so, individuals can achieve remarkable success in the business world. This book serves as a reminder that the path to happiness and true success often lie outside the comfort zone, where innovation and creativity thrive. Levinson's strategies and insights provide a roadmap for entrepreneurs and marketers to find their unique way in the business world, break free from the limitations of conventional thinking, and adopt innovative strategies to connect with clients in ways that set them apart from competitors. It encourages a mindset that is willing to take risks and explore new avenues for successful client canvassing in several ways:

• Creative Approaches: The book emphasizes unconventional and creative marketing strategies. Salespeople can learn to approach potential clients with unique and imaginative ideas that stand out from traditional methods. These unique ideas encourage creativity in the sales process, providing a safe place for people who strive to be less "sales-y."

• Low-Cost Strategies: Guerrilla marketing is all about achieving maximum impact with minimal resources. Salespeople can benefit from learning cost-effective ways to reach and engage clients. This mindset encourages resourcefulness and efficiency and alleviates stress for new people looking to get their "start."

• Innovative Communication: The book provides insights into alternative communication channels, such as guerrilla advertising and unconventional promotional methods. Salespeople can adapt these ideas to create memorable interactions with clients, making their pitch more engaging and effective.

• Understanding Consumer Behavior: Guerrilla marketing often involves understanding the psychology of consumers. Salespeople can learn to connect with clients on a deeper level by incorporating insights from the book on consumer behavior and preferences.

• Adaptability: The guerrilla marketing approach encourages adaptability and the ability to pivot quickly. Salespeople can apply this mindset to adjust their strategies based on client responses, market changes, and emerging trends.

• Building Relationships: The book highlights the importance of building relationships with clients. Salespeople can benefit from emphasizing long-term connections rather than one-time transactions, fostering trust and loyalty. Similar to avoiding the 1:1 Mentality.

• Maximizing Limited Resources: For salespeople with limited budgets or resources, "Guerrilla Marketing" provides practical tips on making the most of what is available. This can be particularly useful for those operating in competitive markets with financial constraints.

The Consequences of Playing It Safe

Mistaking safety for happiness can have both positive and negative consequences. On the positive side, feeling safe can create a stable foundation from which individuals can explore and pursue their sources of happiness. However, the negative consequences can be more insidious:

• Stagnation: As discussed, safety often comes from a reluctance to step outside one's comfort zone. When people resist change and avoid taking risks, they may become complacent. This lack of growth and new experiences can lead to boredom and a sense of unfulfillment.

• Missed Opportunities/Unrealized Potential: Happiness can be found in pursuing one's passions, dreams, and aspirations. By settling

for safety, individuals may miss out on opportunities for personal and professional development, fulfilling relationships, and new adventures that could lead to genuine happiness, plus have untapped potential and talents that may remain undiscovered.

• Limited Personal Growth: Stepping out of one's comfort zone is often the path to personal growth and self-discovery. It involves facing challenges and learning from one's experiences. Safety alone does not foster personal growth; without growth, individuals may struggle to find long-lasting happiness.

• Limited Relationships/Emotional Suppression: Often, building meaningful relationships involves vulnerability and taking emotional risks. Settling for safety might result in a reluctance to form deep connections with others, leading to a lack of social support and emotional connection that contribute to happiness. This emotional suppression can result in feelings of frustration, anxiety, and even depression.

• Resentment: Over time, people who prioritize safety over their happiness in their personal and professional lives may resent people they kept safe or resent others who have pursued their dreams.

In your personal life, activities and actions that may help you break free from the safety trap and contribute to your happiness include traveling, pursuing a new hobby or passion, setting challenging fitness goals, or expressing creativity (one of the most challenging things for entrepreneurs, who are typically type A personalities, to do). Sharing your creative work, whether through writing, art, music, or other forms of self-expression, can be intimidating and gratifying.

Professionally, some things can be done to loosen the shackles of the safety trap:

• Networking Events: Attending industry gatherings and networking events may feel uncomfortable, but they are opportunities to build crucial connections and explore potential partnerships.

• Public Speaking: Delivering presentations or pitches can be challenging, yet effective communication is essential for success.

• Embracing Innovation: Adapting to new technologies and business trends might push you out of your comfort zone, but it fosters growth and competitiveness.

• Seeking Mentorship: Approaching mentors for guidance requires stepping out of your comfort zone, but the insights gained can significantly impact your professional development.

• Taking Calculated Risks: Business success often involves taking well-thought-out risks, facing the unknown, and overcoming the fear of failure.

• Negotiation Skills: Negotiating deals and contracts can be tough, but mastering this skill is crucial for achieving positive business outcomes.

• Delegating Responsibilities: Entrusting others with important tasks may feel uncomfortable, but it allows business leaders to focus on strategic aspects and promotes team growth.

• Learning from Failure: Embracing failure as a chance to learn requires humility and resilience, challenging the comfort of avoiding mistakes.

• Adapting to Change: Business environments are dynamic, and adapting to changes may be uncomfortable, but it ensures resilience and long-term success.

• Volunteering or charity work: Contributing your time and business skills to help others in need can be deeply rewarding and create a sense of purpose.

> "*Self-awareness is realising that there is no opponent – you're fighting against yourself.*"
> -Stephen Bartlett Diary of a CEO

Look, if you are the type of person who always chooses comfort over calculated risks, I get it—safety has its appeal. It gives you a feeling of stability and order. The comfort zone might feel cozy but can become a self-made prison. I challenge you in your professional AND personal life to question your reasons and desired outcomes constantly and consistently. To make it big in business, you must realize that true happiness and career success often come from pushing past what's familiar and secure. Successful salespeople know how to balance feeling safe with taking intelligent risks that lead to real growth. It's a mindset that separates those who just get by from those who truly thrive and succeed.

Chapter Three

The Circle Starts Here

Blame vs. Accountability

My father instilled in me a "profound and radical sense of accountability." We are not talking about your average run-of-the-mill sense of responsibility here. Responsibility is task-oriented. Tasks can be assigned or shared, like a child's sticker chart or a "box-and-1 defense" at a high school basketball game. The players all have responsibilities; the coach is accountable for overseeing the implementation of the play (I was an off-guard if anyone is wonde ring...). Accountability is what happens after a situation has occurred. It is how you respond and take ownership of results. Profound means far below the surface, deep or reaching great depths, and radical means change at the root cause of a matter. Well, in my father's opinion, I was always the root cause in any matter.

Abstracting this, having a profoundly radical sense of accountability means that someone takes responsibility for their actions and decisions to an extreme degree. It implies that the individual goes

beyond the usual or conventional levels of accountability and holds themselves to very high standards. They are not just willing to accept responsibility for their actions; they are actively committed to ensuring they are held accountable for every aspect of their behavior, choices, and impact on others. This level of accountability often involves a deep commitment to transparency, integrity, and a willingness to face consequences or make amends when they fall short of their responsibilities. When the going gets tough, the tough hold themselves accountable.

Ask yourself. When things go wrong, is your default position to push the problem away and blame others, or is it to take it all in, decipher your accountability, and work towards changing actions to impact future results? Blame shifting comes from a position of weakness, a lack of control. Accountability is an extension of confidence and an unwavering trust in abilities to make sound decisions and handle challenges effectively. I know it sounds like a heavy weight to carry. But oddly enough, I grew up feeling empowered.

As far back as I can remember, I have had these little sayings in my head that have deep meaning and carry me through "challenging" times. I don't know if I made them up or pilfered them along the way (you can't prove anything), but nonetheless, they exist. The 'circle starts here' is a standard sacred text that plays on a loop in my head when trying to sort things out, and it captures the essence of personal accountability, even in a professional environment. The circle starts when you realize you have the power to control, if not your life, at least your reactions.

In any part of my life, when I am not getting the results I want, the "circle starts here" plays in my head on a loop, like an earworm 80's song after a short elevator ride (it's always an 80's song. I am not complaining, just stating facts). This is followed by a short question

and answer session with myself: Why am I not getting the results I want? What culpability do I have in this? What could I have done to get to where I wanted to be? Am I choosing the right people to share this experience with? Am I expecting more than I should or more than others can give? What changes can I make to influence the outcome and circumstances moving forward? Why can't I get this song out of my head? You get the idea!

Being accountable enables me to take control of my life, and I rely on my judgment and values to guide my choices rather than seek external validation or approval. I strive to consistently meet my objectives, uphold my values, and deliver results. Accountability fosters my personal growth, resilience, confidence, and self-reliance, ultimately leading to a greater sense of peace about my decisions and the trajectory of my life. It is also essential for building trust in both personal and professional relationships for several reasons:

• Consistency: When you consistently take accountability for your actions and decisions, it creates a sense of reliability. Others can trust that you will follow through on your commitments and obligations.

• Transparency: Accountability involves being open and honest about your actions, even when mistakes occur. This transparency builds trust because it shows that you have nothing to hide and are willing to address issues openly.

• Integrity: Holding yourself accountable demonstrates your integrity and commitment to ethical behavior. People are more likely to trust those who adhere to principles of honesty and ethics.

• Reliability: Accountable individuals are seen as reliable. They do what they say they will do, and this reliability fosters trust. In contrast, unreliable individuals who constantly make excuses erode trust. You must build a business on a stable foundation.

• Conflict Resolution: In personal and professional settings, conflicts and misunderstandings can arise. Being accountable means you are willing to acknowledge your role in any conflicts and work towards resolution. This willingness to resolve issues contributes to a positive and trusting environment.

• Professionalism: In a professional context, accountability is a hallmark of professionalism. It shows that you take your responsibilities seriously and are committed to the success of your organization or team.

• Empathy and Understanding: When you hold yourself accountable, it demonstrates empathy and understanding towards others. You acknowledge the impact of your actions on those around you, which can strengthen relationships.

> "*People-pleasing is like a one-way ticket to nowhere*."
>
> -Unknown

Somewhere between the personalities of a "Blame-shifter" and "Accountability-Taker" lies a distant cousin (twice removed) that no one wants to hang out with at the family Christmas party; I present to you the "People-pleaser." Although a "Blame-Shifter" would never be mistaken for a "People-pleaser," it is possible (on the surface) to assume or mistake an "Accountability-taker" for a "People-pleaser." Being a "People-pleaser" and an "Accountability-taker" are two distinct behaviors with different motivations and outcomes:

People-Pleaser:

• Motivation: People-pleasers have a strong desire to gain the approval and acceptance of others. They often prioritize the happiness and satisfaction of others over their own needs and desires.

• Behavior: People-pleasers tend to say yes to requests or demands from others, even if it goes against their own wishes or boundaries. They may avoid conflict and confrontation at all costs to maintain harmony in relationships.

• Outcome: While people-pleasers may be well-liked and avoid conflicts, they often end up feeling resentful, overwhelmed, and stressed because they prioritize others' needs at the expense of their own. This behavior can lead to burnout and strained relationships in the long run.

Accountability-Taker:

• Motivation: Being an "Accountability-taker" involves acknowledging one's mistakes, actions, and responsibilities. The motivation is to ensure fairness, honesty, and integrity in one's actions and interactions.

• Behavior: Individuals who take accountability admit when they have made a mistake, take ownership of their actions, and are willing to face the consequences. They are open to feedback and actively seek ways to make amends or improve.

• Outcome: Being an "Accountability-taker" fosters trust and respect in relationships, as it shows maturity and a commitment to personal growth. It can lead to resolution and learning from one's

mistakes, ultimately strengthening relationships and personal development.

Both behaviors have their place, but it's important to strike a balance and prioritize self-care and personal growth alongside consideration for others. My profound and radical sense of accountability empowers me to shape my life. It enables me to take ownership of my outcomes and reduce stress and anxiety by acknowledging the control and influence I have in my life. Being accountable also creates a foundation of trust, reliability, and open communication in my relationships fostering healthier and more fulfilling connections with others. It is a driving force that propels me toward a fulfilling and purpose-driven life. I wish you a profound and radical sense of accountability in your life.

> "*Accountability is the glue that ties commitment to results*."
>
> -Bob Proctor

Circle Starts Here: The Flight Plan

Imagine a circle with you standing at its center. It's where the journey begins – the decisions, actions, and responses that mold your life. Picture it as the cockpit of your life, with you as the pilot. Within this circle, there's no room for blame games or finger-pointing. It's about taking the steps to assume command of your decisions. On January

15, 2009, Captain Chesley "Sully" Sullenberger landed U.S. Airways Flight 1549 in the Hudson River after a bird strike disabled both plane's engines in the skies over New York City. In the absolute final few seconds before intersecting with the watery surface of the earth, Sully turned to First Officer Jeff Skiles and asked, "Got any ideas?" to which Skiles responded, "Actually not." Years later, Sully recounted that day and the depth of the meaning behind his question to his first officer. Both pilots were able to collaborate almost wordlessly, and in those final seconds, with only 3 words, Sully asked Skiles if there were any other actions Skiles could think of that would help them succeed, even by a fraction. This pivotal moment exemplifies how the “circle starts here,” is at the center of one's determination and accountability, and how a pilot's quick thinking and collaborative spirit can make all the difference in critical situations, turning adversity into triumph. You are the pilot in your own life.

> *"There is freedom waiting for you, On the breezes of the sky, And you ask "What if I fall?" Oh, but my darling, What if you fly?"*
>
> -Erin Hanson

Being accountable and believing that the "circle starts here" in personal relationships is a pathway to establishing credibility. It also allows you to brand your expertise, simplify your life, and gain more business in your professional life. Trust is the foundation of healthy and productive relationships, and accountability plays a crucial role

in building and maintaining that trust. From preflight to a successful landing, there are clear objectives to fulfill in order to be accountable to become accountable.

• Self-Reflection: Your pre-flight preparation (yes, we are still on the plane metaphor) includes regularly taking time to assess your intentions, actions, and decisions. Just as a pilot checks weather conditions and maybe bird migration patterns (no shade, Sully!), self-reflection involves understanding the circumstances, intentions, and influences surrounding one's actions. Your pre-flight checks allow you to identify potential issues affecting your plan.

• Set Clear Objectives: Define your goals and create a comprehensive plan to achieve them. This is your communication with Air Traffic Control (ATC), asking for clearance and instructions. Break down larger goals into manageable steps and track your progress. Focus. Clarity. Achievement. If you often use the phrase "it's not working," I would suggest you are the "it" that isn't working.

• Solicit Feedback: Navigate according to the flight plan but encourage others to provide constructive feedback. Listening to different perspectives enables you to make more informed decisions. Remember, conversations do not need to be confrontations and be aware of human tendencies to seek out echo chambers. The goal is to improve, not be "right."

• Embrace Mistakes: Perform maneuvers and make corrections as needed during the flight. Instead of deflecting & blame, admit when you're wrong. Offer apologies if necessary and take steps to rectify your errors. Embracing our mistakes is essential for personal growth, resilience, creativity, and building trust with others. Also, keep in mind that our reactions to mistakes can be very “telling.” Anger is considered a secondary emotion because it typically stems from more primary feelings such as fear, concern, or embarrassment. These un-

derlying emotions can trigger anger as a protective response to mask vulnerability. Understanding that anger is usually a surface reaction to deeper issues can help you more readily accept your mistakes and learn from others, as it encourages a deeper exploration of your true feelings and the reasons behind them.

• Stay Committed: Accountability is a lifelong commitment. Remember, sometimes you will need to become singularly focused on your goals. I often tell my coaching clients that being good at multitasking means you are poor at time management. Because it's true. On that cold January day in the skies of New York, Captain Sullivan had about three minutes to save 155 lives. He focused on only the things that would allow him to reach his goal and nothing else. Everything else was a distraction. The power to shape your destiny lies within your circle of influence, even during challenging times.

It is important to know what steps to take to succeed. You must trust your instincts, rely on your experience, and follow your plan, but be flexible. If things are not going as expected, analyze the results, and don't be afraid to ask, "Got any ideas?"

Chapter Four

Always Bet on Red

Overcoming Imposter Syndrome

Real talk: I do not think Imposter Syndrome is a thing. There, I said it. I know many people believe in imposter syndrome, and similar to Santa Claus (CW: spoiler alert!), it is real, but only if you want it to be.

In business, someone experiencing Imposter Syndrome may think they don't deserve their position, even if they have a successful track record. They may believe they are less competent than others perceive them to be and assume their colleagues, peers, or clients have higher expectations of them than they feel capable of delivering. This self-doubt in their skills and achievements can lead to feelings of anxiety, inadequacy, and a constant fear of being "found out." Imposter syndrome can also significantly impact people in their personal lives, leading to low self-esteem, difficulty accepting praise, and relationship strain. But I ask you, "Isn't that just old-fashioned insecurity?"

> *"The greatest mistake you can make in life is to be continually fearing you will make one."*
>
> -Elbert Hubbard

At its core, Imposter Syndrome is rooted in a skewed perception of what others think about us; that's why overcoming insecurities is not as straightforward as merely "believing in yourself." Through distorted thinking and flawed self-perception, we project our lack of confidence onto others, essentially creating a narrative about what we believe someone thinks of us. What we're feeling, in many cases, are natural feelings of doubt, nervousness, and possibly being overwhelmed, which are not uncommon in the challenging world of business. Sorry, you're just normal.

My youngest daughter, Kitty, was homeschooled for most of her pre-college education (not COVID-related, just regular homeschooled, lol). In the equivalent of the 7th grade, part of her homeschool curriculum was to create a business. I know, the apple doesn't fall too far from the tree. At 13 years old, she was tasked with developing a business plan, writing a mission statement, and learning about profit and loss statements-the works! This was not a "theoretical" course either. She made and then SOLD her products at local fairs, expos, and shops (I mean, how else would I work in teaching sales, marketing skills, ROI's, and ad placements)?

After a few expos, I noticed she struggled a little with "owning" her business and her space in the business world. She seemed "timid"

whenever someone walked into her booth and asked about her business. It occurred to me that, at such a young age, she was accustomed to being in the position of learning from adults, not teaching them. I sat her down and explained, "You are the expert in everything you know, and no one knows more about your business than you." Hearing this empowered her to take agency in her business. Slowly, she became comfortable talking to people, telling them about her journey, process, and story. She would go on to write her first book, becoming a published author at 15, and launching a 3-day mini-camp curriculum for young girls to follow in her footsteps, all based on her business. She would transform her little business into her platform as Miss Massachusetts Young Miss (ECUSA 2021/22) and Miss Massachusetts Seacoast '21 and '22. The sales proceeds were used to fund her speaking to groups that empowered other girls using fashion and self-expression as her calling card. In college, she is studying to obtain a business and marketing degree (after already obtaining her AD in Theatre and Fine Arts) and plans to go out and bring her creative side into the business world one day. Her site is ReadySetFearless.com if you are interested. And yes, I am a proud mom.

How is this important to you? Believe me, as I say, "Imposter Syndrome" only exists if you let it. YOU are the authority and expert in your business, experience, and knowledge. Looking around at the "adults" in the room, Kitty believed she didn't belong and didn't have enough experience to be an authority. She was comparing her "start" to someone else's "middle" (or more) and couldn't see that she had as much experience as any other new business. As soon as she owned her place in her business, she used it to gain a foothold and started writing her narrative. With newfound confidence, Kitty realized that her unique journey and perspective were valuable assets that set her apart. Embracing her role as a business owner, she began to inspire

others with her story of motivation and determination, proving that self-belief is the key to success.

> "*Failure is always better than regret*."
>
> -Unknown

Breaking the cycle of "self-sabotaging weaponized projection" (that's the new name I'm giving "Imposter Syndrome"... SSWP, for short) involves recognizing that SSWP is a subjective perception rather than an objective reality. That is a bunch of big words to mean... our individual opinions, feelings, and interpretations often shape how we perceive and understand a situation or reality rather than relying solely on factual, concrete, and universally agreed-upon information. Can we stop that?

By understanding the projection aspect of SSWP, individuals can regain confidence, overcome self-doubt, and ultimately excel without being held back by unfounded fears of being perceived as "imposters" by having an ACCESS plan. Here's how;

• **A**cknowledge your own self-doubt and understand that it's a normal part of human experience.

• **C**onsciously separate your internal doubts from external expectations, realizing that others may not have the same (possibly unrealistic) expectations you impose on yourself.

• **C**hallenge your negative self-perceptions and seek evidence of your competence and accomplishments.

• **E**mbrace a growth mindset where you focus on learning and continuous improvement.

• **S**eek support, mentorship, or coaching to address your SSWP and build self-confidence through a mentor's guidance and vision of you.

• **S**trive for excellence, not perfection (oddly enough that is the next chapter).

Mitigating SSWP involves adopting an ACCESS plan. This approach helps individuals regain confidence and overcome the self-imposed fears of being perceived as "imposters," enabling them to excel without being hindered by unfounded fears. Let's break the cycle.

"Tell It Then Sell It" Education is the key.

In Chapter One of this book (if you skipped over it, I'd go back if I were you and read it; it is that good), we touched on shifting your focus in your business from influencing your clients to educating them. Salespeople typically have the "tell it then sell it" mentality; that's what makes them salespeople. Unfortunately, most skip over the "tell" part and get directly to the "sell" part. That is what makes them ineffective salespeople. The "tell" is about your client; the "sell" is about you.

I built a 30-year sales career on two things: writing (blogs, articles, speeches, books) and talking (classes, seminars, community outreach education). The foundation for both of those things was education. I recognized early on that to feel confident when speaking to clients, I needed to know three things:

• More than my clients knew or needed to know.

• More than was necessary for my position in my business.

• More than my competition.

Simply put, I needed to "perfect my craft."

In the beginning of my career, my "job" was to learn. I took advantage of any opportunity to educate myself on topics directly and indirectly related to my craft, from anyone. I listened to other people in my industry and quickly found out who was reliable and who was best used as a "what not to do." I also listened to clients to learn common concerns and questions, leading to anticipating my clients needs and providing guidance before they had a chance to ask. I was becoming an "expert," and with that, my confidence began to soar. I was shifting from a “sell” to a “tell” mentality and developing my business through knowledge-based selling.

We can all agree the traditional "hard-sell" sales approach is giving way to something more powerful, sustainable, and effective: knowledge-based selling (also known as Consultative Selling). The well-educated in any industry are becoming valuable assets to clients. Consultative selling is having its moment. Knowledge-based selling doesn't just build your confidence; it's a cornerstone of business growth, as confidence in your abilities as a coach or resource inspires trust in your clients. Creating relationships, understanding needs, and providing solutions is the shift we see as business owners, coaches, and salespeople step into their new role —as educators.

“*Seek first to understand, then to be understood*.”

-Stephen R. Covey

Master The Socratic Method, Robe Not Required.

The Socratic Method is a form of thoughtful, cooperative, and light argumentative-style conversations designed to provoke critical thinking, foster self-discovery, and guide people toward forming their own conclusions through a series of open-ended questions and discussions. It derives its name from the ancient Greek philosopher Socrates, who frequently employed this approach (or so we are led to believe) to engage in profound philosophical debates and encourage his followers to challenge their beliefs and assumptions. This approach still serves as a valuable tool for exploring ideas, encouraging self-awareness, and fostering independent thinking. In client prospecting, business owners, coaches, and salespeople can benefit from employing the Socratic Method in the following ways: (for ease of reading let's just refer to all business owners, salespeople and coaches, as coaches)

• Building Rapport: The Socratic method encourages active listening and empathy. By asking open-ended questions and genuinely listening to the client's responses, coaches can establish a stronger rapport and build trust with potential clients. This can lead to a more open and productive conversation.

• Understanding Client Needs: Through a series of probing questions, coaches can gain a deeper understanding of the client's goals, challenges, and pain points. This helps them tailor their approach and offers to meet the client's specific needs, increasing the likelihood of a successful outcome.

• Uncovering Motivations: The Socratic method helps uncover the underlying motivations and desires of the client. Coaches can inquire about what truly matters to the client and why they seek assistance or

a particular product/service. This information can be used to frame the coaching or sales pitch effectively.

• Addressing Objections: When objections or concerns arise, coaches can use the Socratic method to delve deeper into the client's objections, understand their perspective, and address their concerns more effectively. By asking questions, they can uncover the root causes of objections and offer relevant solutions.

• Encouraging Ownership: The Socratic method empowers clients to own their decisions. Rather than being told what to do, clients are encouraged to arrive at conclusions themselves, making them more committed to the coaching process or purchase decision.

• Tailoring Solutions: Coaches can use the insights gained through Socratic questioning to customize their coaching plans or sales proposals. This ensures that the solutions offered are aligned with the client's unique circumstances and needs.

• Enhancing Communication Skills: The Socratic method promotes active listening and effective questioning techniques. Coaches who use this method become better communicators and can adapt their approach to different clients and situations.

A coach using the Socratic method of interviewing clients can benefit from establishing trust and credibility, zeroing in on specific coaching strategies and mitigating SSWP (imposter syndrome) by investing time to inquire and learn about the client's expectations and needs. By doing so, the coach gains a deeper understanding of how their expertise can be applied effectively. This understanding boosts the coach's confidence and enhances the effectiveness of the coaching relationship.

Example: If a business coach is well-informed about the client's specific industry, they can discuss industry trends, best practices, and challenges during coaching sessions. This demonstrates to the client

that the coach understands their unique context, which builds trust. For instance, a coach who has prior experience in the healthcare industry can provide more valuable guidance to a healthcare executive.

Example: Suppose a business coach is working with a client who wants to improve their team's performance in a tech startup. By learning about the client's company culture, technology stack, and team dynamics, the coach can design coaching sessions and exercises that directly address the client's challenges. This personalized approach is more likely to yield positive results.

Example: A business coach may initially feel unsure about their ability to help a client in a highly specialized field like blockchain technology. However, through extensive research and discussions with the client, they can identify areas where their broader business expertise can be valuable, such as leadership development, team building, or project management. Armed with this knowledge, the coach can approach the coaching relationship with confidence, knowing they can make a meaningful impact despite not being a blockchain expert.

Being educated on a client's needs and expectations through the Socratic Method, a coach can establish credibility with clients, brand their business and expertise as a resource, simplify their life by managing expectations, and gain more business through knowledge-based selling.

The Sales Pitch -Help Me To Help You

Imagine you're a Wellness Coach. Employing the Socratic method during a sales pitch with a prospective client can be a powerful tool to grasp their needs, build a strong connection, and ultimately lead them toward a tailor-made wellness program. Through skillful use of open-ended questions, a coach can delve into the motivations driving

the client's objectives, uncover valuable insights, and empower the client to draw their own conclusions. This approach not only gives the client a sense of control but also motivates them to take ownership of their decisions. In essence, the Socratic method becomes a bridge that guides both coach and client towards successful wellness journeys.

Assessing Client's Goals:

Coach: "What are your main wellness goals or areas you'd like to improve?"

Client: "I want to lose weight and have more energy."

Coach: "That's great to know. Can you tell me more about why these goals are important to you and how you envision achieving them?"

Exploring Current Habits:

Coach: "What does your current daily routine look like in terms of nutrition and exercise?"

Client: "I eat a lot of fast food and hardly exercise."

Coach: "I appreciate your honesty. How do you think your current habits affect your energy levels and overall well-being?"

Identifying Obstacles:

Client: "I always struggle with sticking to a diet or exercise plan."

Coach: "It's common to face challenges. Can you share more about the specific obstacles you've encountered in the past?"

Highlighting Benefits of Wellness Coaching:

Coach: "Have you considered working with a wellness coach before?"

Client: "I haven't, but I'm open to the idea."

Coach: "Wellness coaching can provide personalized guidance and support. How do you think having a dedicated coach could help you overcome your challenges?"

Confirming Commitment:

Coach: "Based on our discussion, it seems like you're interested in making positive changes. Are you ready to take the next step toward a healthier lifestyle?"

Client: "Yes, I am."

Coach: "Great! Let's discuss how we can work together to create a wellness plan tailored to your needs and preferences."

Setting Realistic Expectations:

Coach: "What do you envision as a realistic timeframe to start seeing improvements in your energy levels and weight?"

Client: "I'd like to see some progress in the next three months."

Coach: "That's a reasonable goal. Let's create a plan that helps you achieve that."

Establishing a Coaching Agreement:

Coach: "To get started, we'll need to set up regular coaching sessions and design a wellness plan together. How does that sound to you?"

Client: "I'm on board. Let's do it.

Coach: "Excellent! We'll work together to achieve your wellness goals and make sustainable changes to improve your overall well-being."

Socrates- I Know Him!

The Socratic Method encourages open communication, deep understanding, and client-focused solutions. This approach builds trust, uncovers client needs and motivations, and leads to successful business relationships and conversions. Embracing the Socratic method enables coaches to navigate client coaching confidently, removing any hint of SSWP (Imposter Syndrome) and authentically promoting personal and professional growth through mutual education.

Unlike Santa, believing in Imposter Syndrome only seems to have a downside. As far as I know, there are NO gifts received when believing in Imposter Syndrome, just stockings filled with coal. The Socratic method is like a magical gift bestowed upon coaches who aim to excel in client interactions, much like the enchantment of Christmas when Santa Claus delivers presents to eager children around the world. Just as Santa's gifts bring joy and wonder to those who receive them, the Socratic method equips coaches with the power to provide well-informed and transformative services to their clients through meticulous planning and deep understanding. In this way, the Socratic method works its own kind of magic, enabling coaches to bring clarity, growth, and success to their clients' lives. So, the next time you meet with a client and aren't feeling empowered to do your best, think to yourself, in your best “Buddy the Elf” voice; “Socrates-I know him!”

Chapter Five

Just Going for a B+

Strive For Excellence, Not Perfection

There are two types of people in the world: those who say, "Look at the mistake I almost made," and those who say, "Look at the mistake I just made." As a recovering Type A personality, I've had quite the journey transitioning from the former to the latter category. This was my Everest. Like, trying to 'ride a unicycle while juggling flaming torches' difficult; entertaining, yet perilous. Leaving behind my DRIVE to always give 110% in everything was one of the most difficult lessons I needed to learn AND adopt. If you go through life seeing the arrival time on your GPS as just information and are not someone who secretly exclaims, "Challenge accepted!" this chapter may not speak to you.

This chapter was one of the most challenging for me to write. Not because I don't believe in what I am saying, on the contrary. I feel this chapter in my soul, laying it bare for all to learn from, and getting

everything down on paper will allow me to skip therapy this week. So, silver linings, right?

Type A vs Type B

The Type A personality is one of the two major personality types initially described by cardiologists Meyer Friedman and R. H. Rosenman in the 1950s as part of their research on the relationship between personality and heart disease. The Type A personality tends to be organized, proactive, and driven to succeed. The other personality type is Type B, characterized by their easygoing and relaxed nature. Like a tightrope walker gradually letting go of the sturdy pole in exchange for freedom on the line between both personality types, I adopted the mantra of "Just going for a B+." It is a play on words between personality types and a tieback to my overachieving ways in my education. I am now learning to let go of needing an A in every assignment and believing that a B+ is acceptable. Sometimes, "good enough" really is good enough. I'm told it's called "balance." I may not have adopted it entirely, and I probably don't need to master it since I'm only "Just going for a B+."

> "*In any moment of decision, the best thing you can do is the right thing, the next best thing is the wrong thing, and the worst thing you can do is nothing*."
>
> -Theodore Roosevelt

By gaining insight into your personality traits, inclinations, strengths, and weaknesses, you can better understand your behavior and decision-making processes, and confront biases and prejudices. This self-awareness enables you to identify patterns and habits that limit your growth and can help develop coping strategies. Whether it's recognizing a tendency to procrastinate or a natural tendency to be introverted, this knowledge empowers you to set realistic goals that align with your unique attributes. Embracing your personality traits and assessing your motivations, desired outcomes, and knee-jerk trauma responses (we all have them), and evaluating all aspects of yourself provides the foundation for personal and professional development, enhancing your ability to excel in your field and better serve your clients.

I should probably note that the Type A and Type B personality classification systems have been "reconsidered" and represent an oversimplification of personality traits. People are more complex than just an "A" or a "B" and can't always be neatly categorized (much to the chagrin of my Type A heart). Individuals can and should draw upon elements from both personality types to enhance their overall well-being and effectiveness. Nevertheless, the concept of Type A and Type B personalities helps as a starting point when discussing people's approach to stress, work, goals, and life's ambitions.

Classic Type A Personality Characteristics

The classic Type A personality is characterized by traits and behaviors, including competitiveness, ambition, high levels of self-motivation, and a strong desire to achieve goals. (Honestly, that just sounds like fun to me)! If you haven't read Chapter Three: "The Circle Starts Here:

Blame vs. Accountability," I suggest you go back and do so because I have three words for you: Profound, Radical, Accountability. (Insert sad trombone). Thanks, Dad!

• Competitive and driven: Type A individuals are often highly motivated, competitive, and achievement oriented. They strive for success and are willing to put in significant effort to reach their goals.

• Highly organized: They tend to be organized and efficient in their work, often adhering to schedules and deadlines.

• Productive: Type A individuals are usually productive and focused on tasks, which can lead to accomplishing a lot in a short amount of time.

According to "the Google," common professions where Type A Personalities excel are:

• **Entrepreneurs:** (Oh hey, that's me!)

• **Corporate Leadership**

• **Sales and Marketing** (Hi! It's Me Again)

• **Finance and Investment Banking**

• **Medicine and Healthcare**

• **Law** (Have I mentioned yet that in college, I was a Poli-Sci Major with a double minor in pre-law and communications? Rhetorical Communications at that! Nothing to see here, folks!)

• **Engineering**

• **Project Management**

• **Teaching and Education Administration**

• **Journalism and Broadcasting**

Classic Type B Personality Characteristics:

The classic Type B personalities are typically characterized by having a calm, free-and-easy approach to life. They are less likely to experience

constant time pressure and impatience. Type B personalities are usually more flexible and adaptable, less rigid in their thinking, and less concerned about winning and achieving at all costs. They are more likely to engage in hobbies and activities for relaxation and pleasure. I'm not going to lie; the Type A in me felt uncomfortable just putting all of those words together in a paragraph, I even had to look up a few.

• Relaxed: Type B individuals are generally more laid back, less stressed, and less competitive.

• Adaptable: They easily adjust to changing circumstances and are better at handling unexpected situations.

• Enjoy leisure: Type B individuals often prioritize downtime, contributing to a better work-life balance and reduced stress levels.

And just for fun, I asked "the Google" what jobs I am (probably) not suited for: Here are some professions where Type B individuals would excel:

• **Therapist or Counselor**

• **Librarian**

• **Graphic Designer**

• **Environmental Scientist**

• **Writer or Editor** (oh boy! This is awkward)

• **Artist or Illustrator**

• **Historian**

• **Yoga Instructor or Wellness Coach**

• **Park Ranger**

• **Social Worker**

Is it wrong that most of the Type B personality jobs seem stressful to me? Is it me? It's me, isn't it?

Combining Positive Aspects

What if, instead, we were to combine the strengths of both personalities? Learning how to make the most of the positive aspects of various personality traits helps people adapt and thrive in different personal and professional situations. Certainly, no personality type is better than the others; each has unique strengths and weaknesses.

• Balance ambition with relaxation: Strive to adopt Type A personalities' driven and goal-oriented nature when pursuing your ambitions. However, remember to balance this with the ability to relax and enjoy the present moment, as Type B personalities do.

• Set realistic goals: Emulate the Type A trait of setting and working toward ambitious goals, but ensure they are achievable and prioritize your well-being while meeting them.

• Time management: Learn from Type A's organizational skills to manage your time efficiently and meet deadlines. At the same time, don't overcommit or create unnecessary stress.

• Embrace adaptability: Develop the adaptability and resilience of Type B personalities. Recognize that some things are beyond your control, and adjusting to changing circumstances is essential without excessive stress.

• Prioritize self-care: Like Type B individuals, make time for leisure, relaxation, and self-care to reduce stress and maintain a healthy work-life balance.

• Seek self-awareness: Understand your personality traits, strengths, and weaknesses. This awareness can help you make informed decisions about when to push yourself and when to take a step back.

In my opinion, the most important of these is self-awareness. Through self-awareness, anyone can learn how to leverage the positive

aspects of different personality traits, allowing them to adapt and thrive. Walking the tightrope between being driven to achieve and self-care does not have to be your Everest. By drawing from the best personality traits, you can learn to accept "mistakes" on the horizon or in your rearview mirror, not as "issues to resolve" but as significant turning points on your road to success.

> *"It is better to be boldly decisive and risk being wrong than to agonize at length and be right too late."*
>
> -Marilyn Moats Kennedy

The following are some essential insights I've had to learn firsthand or that I have helped my coaching clients with.

Strive for excellence, not perfection.

Aim for doing your best, not being perfect. Many people delay taking action when uncertain about the outcome or their abilities. They often want everything to be flawless before they start. But the truth is perfection doesn't exist. Perfection is an unattainable ideal rooted in subjective standards. The pursuit of perfection often stems from underlying fears of criticism and a deep-seated need for control and validation, acting as a trauma response for some. Recognizing and moving beyond this pursuit can lead to healthier, more realistic goals, fostering personal growth, resilience, and self-compassion in the face

of inevitable imperfections and challenges. It's okay for things to be "good enough." Remember, failure is a wise teacher; avoiding those lessons means missing out on great experiences. Research, plan, and then take the plunge. Wanting everything to be perfect is the classic "look at the mistake I almost made," but striving for excellence only requires you to look back and say, "Look at the mistake I just made" as you move forward, wiser and more prepared. Just going for a B+.

> *"For failure is a teacher wise, In its depths, new strength does rise, From shattered dreams, we learn to glean, The seeds of hope, the will to d ream."*
>
> -Red Hilton

Learn to step into discomfort.

Ahh, discomfort. Much like the meeting, that could have been an email and is now running 30 minutes over because there is one person who keeps asking questions; no one wants to be here. Steve Harvey said, "Get Comfortable Being Uncomfortable." We all have a comfort zone, a familiar and secure place where we feel at ease. However, this comfort zone can also hinder us from realizing our dreams and business goals. If everything feels too comfortable, it's time to shake things up.

In my intro to this book, I wrote, "I've come to understand that the phrase "not yet" holds much more power than the notion of incapability. It embodies a mindset that perceives challenges not as insurmountable obstacles but as opportunities for growth and learning. By viewing the unaccomplished as the yet-to-be-accomplished, I've developed a resilience that enables me to face the unfamiliar with curiosity rather than fear. "

Get curious! If something is not passing the "gut check," or you're not feeling "comfortable," ask yourself why. Are you questioning your abilities? Are you enthused about the outcome but not willing to put in the work to get there? Does the action not align with your goal or purpose? Getting to the heart of the reason for your discomfort is imperative. Remember, your vision needs to be bigger than your fears. Challenge yourself to "get comfortable with being uncomfortable."

"That's the way we have always done it."

Give me strength. What do smoking in restaurants, open alcohol containers in vehicles, corporal punishment in schools, a TRS-80, and lead-based paint have in common? That's right, they were all common at one time. How about something more benign: payphones? When was the last time you saw a payphone? Why? Because laws, technology, and societal norms change over time.

The phrase "That's the way we have always done it" is the most counterproductive mindset for any business owner, resulting from a tendency to normalize complacency. It reflects a resistance to change and a reluctance to explore new opportunities. Sticking to the familiar might provide a sense of security and feel safe, but it can also limit a business's potential for expansion. This might be a good place to remind you to go back and (re)read Chapter Two: Safety Vs Happiness.

To thrive in business, it is essential to embrace change, stay open to new ideas, reach new clients, and be willing to step beyond the safety of the status quo. Like our tightrope walker leaving the sturdy pole behind and walking the line between the safety of complacency and the perilousness of "all out" Guerilla marketing (also Chapter Two), finding the middle and your center of gravity, staying fixated upon your gazing point in the distance, and taking small steps will allow you to bridge the gap between where you began and the adventure in front of you. You can do it. I believe in you!

Decision-Making and Analysis Paralysis

One of the most challenging tasks we face in business is decision-making. The word "decision" originates in Latin and means "to cut off." When we decide, we're essentially cutting off specific options, which means we're choosing one path and leaving others behind. While this might seem like arriving at an end, it's actually a freeing and empowering process that brings progress forward. In business, if we're going to achieve our dreams, we need to make some decisions.

The greatest barrier to decision-making is analysis paralysis. Analysis paralysis refers to becoming overwhelmed by the abundance of information or choices available when making a decision. This overwhelming feeling of having too many options can cause people to overthink, obsessively gather more information, or excessively weigh pros and cons, leading to indecision or inaction.

> "If you obsess over whether you are making the right decision, you are basically assuming that the universe will reward you for one thing and punish you for another. "
>
> -Deepak Chopra

Analysis paralysis can be a thief of time, as overanalyzing and constantly seeking more information can lead to missed opportunities and reduced confidence. Remember to strive for excellence, not perfection. When faced with analysis paralysis, consider the following strategies:

• Create a decision framework with evaluation criteria to allow for informed choices and limit options to prevent becoming overwhelmed and streamline decision-making.

• Define clear objectives and prioritize critical information to focus on essential details and reduce distractions.

• Set a decision deadline to avoid procrastination and take timely action.

• Seek input from trusted advisors to gain diverse perspectives.

• Step Into Discomfort: We covered this already, but understand that no decision is perfect, and mistakes are part of the learning process.

If all else fails, go back and reread Chapter Three, and just remember to "be like Sully."

We fail at the level of our systems.

"We fail at the level of our systems" means that the success or failure of a business depends on how well its internal processes and procedures are organized and run. In simple terms, a business needs efficient and well-structured systems in place to avoid failures.

Having a good system in place allows for:

- Consistency
- Efficiency
- Scalability
- Productivity Automation
- Decisive Decision-making
- Client satisfaction

What does having a “good system" in place look like for a business?

- Delegating Work as Needed
- Automation for Email Marketing
- Inventory Management System
- Customer Relationship Management (CRM) System
- Online Payment Processing and Income Reporting System
- Human Resources Management System (HRMS)
- Project Management Software
- Customer Support Ticketing System
- Supply Chain Management System
- Temporary Staffing Agencies as Needed

> *"Don't fear the stumble, nor humble's roar, In failing, we unlock destiny's door. From grand failure, a brighter path appears, Rising anew, our dreams conquer fears."*
>
> -Red Hilton

Being a victim is not a choice, but having a victim mentality is.

I say this with love (or some reasonable facsimile of love and caring...): Stop carrying your trauma around and asking everyone else to hold on to it for you; it's not a purse. Years ago, I worked with a man who, I'm the first to admit, had suffered a tragedy in his life, like a real, life-altering tragedy. At the time when our paths crossed, it was around 8 years post-tragedy. My office and his were within earshot of each other. After the first few months, I noticed a pattern with him: within the first 4 minutes of meeting someone for the first time, including clients, the UPS man, the poor soul who delivered his lunch take-out, he would invariably recount his "story of tragedy" to them. Once he had exhausted that story, he moved on to the next tragedy in his life, recounting the failure of his business during the Regan administration. I was witnessing this in the early-mid 2000's, so we were almost 20 years removed from that administration, but that didn't stop him from recalling the story to explain how he always felt like he was digging

out of a hole. He would also work into most conversations that he was divorced, that his dog was sick and not expected to make it much longer, and that he chopped wood on the weekends and lived on the first floor only of his house in the winter to save money on heat. Sir, this is a Wendy's.

You may be surprised to hear that he was not the most successful person in the office, not even the second most successful. I really liked the guy, but he lacked the confidence to talk about himself and his accomplishments. Like that one guy who peaked in high school and never made it to the "pros" because of a knee injury, he carried forward his previous setbacks as a distraction, using them as conversation points to explain his performance, even decades later. In business, our past personal and professional experiences undoubtedly play a significant role in shaping who we are and how we interact with people. They are the building blocks of our skills, knowledge, and character. However, it's essential to recognize that while our past may have contributed to our current state, we should not lead with our traumas. We will cover this more in Chapter Ten, but to paraphrase Nadia Bolz-Weber: "Preach about your scars, not your wounds." The wound is the tragedy; the scar is what you did to heal from it.

If my former colleague used his personal stories to illustrate his character, and he promptly followed up with details about a memorial scholarship he established, of which he was rightfully proud, I could appreciate his approach. Or if he explained how he faced tough times in business but managed to come back and be even more successful, then I would appreciate his attempt to inspire his clients to trust him with their financial future. I could understand if he talked about his past challenges as scars, but he didn't; they were all still wounds.

Sharing our experiences, not just the successes but also the obstacles we've overcome, can make us more relatable to clients and colleagues.

The key word here is "overcome." Clients want to work with people who demonstrate their capability to overcome challenges and who they can trust to provide reliable solutions for their own lives. Basically, if you don't have your ducks in a row, how can anyone expect you to help them gather theirs?

If you feel that everything that has ever happened in your life has happened TO you, remember being a victim is not a choice, but having a victim mentality is. While you can't always control circumstances, you have the power to control your responses. This shift in perspective is not only empowering for you but also serves as an inspiration to clients. Be a beacon of hope and motivation by demonstrating the strength gained from overcoming adversity.

You cannot be a victim of circumstances you create.

And finally, you cannot be a victim of the circumstances you create. I'll keep this simple. If things are not going the way you want or expect, let me introduce you to a profound and radical sense of accountability. (Chapter Three, BTW). As a child, I quickly learned that going to my father to be coddled or reassured was an exercise in futility. Don't think for a minute that I had an alternative option or Plan B, so I learned at a young age to manage my expectations. Occasionally, in a moment of weakness, I would "complain" to my dad. As plain as day, I remember he would wait for me to be done and look at me and say, "Are you going to sit there and cry about it, or get up and do something about it?" (Well, I am 5 so my instincts tell me to cry about it, but the vibe in the room is telling me that is not the answer...).

Here is my advice. Setting aside situations involving violence and personal safety (these are not part of this topic, we are talking about superficial “victimhood” mentality in this chapter), the next time

something is not going your way, get up and figure out what you did to create the situation or what you can do to change the situation. Assigning blame will not help you. Being a victim will not help you. If your goal is to succeed, know you can; you need to decide and "just go for a B+."

Chapter Six

Modeling Behaviors and Trajectories

Giant Steps

If you are a runner or have ever been in ANY conversation with a runner (on any topic), you know that they typically can't go 5 minutes without working running into a conversation. They're forever talking about their favorite run, their next run, their pace, their new shoes, or how excited they are about their negative splits in their last training run (if you're lost, don't worry about what half of that means; it is irrelevant). It's almost Pavlovian every time they open their mouth. I am no different.

In 2019, I completed my first, and please, for the love of all things holy, last marathon: the 2019 Boston Marathon, actually. Notice how

I said I COMPLETED it, not that I RAN it. I was a Charity runner, and given my finish time, I don't know how much running I did that day, but you better believe I crossed that finish line. I was the last official finisher for the 2019 Boston Marathon (Go ahead, google it, I'll wait), and I have the distinction of holding the title of "last official runner" for the longest period, thanks to COVID!

Well, if you're not impressed by that, then let me pass on some advice that may impress you, or at least I can impress upon you: trust your training. This proved to be an invaluable mantra that propelled my injured leg through 26.2 glorious miles in Boston on that fine spring day. The same can be said about building a business: trust your training.

Training for a marathon and building a business share similarities despite being incredibly different adventures.

• Goal Setting: In marathon training and business, begin by setting clear and achievable goals. Having a specific target to work towards is crucial for motivation and direction.

• Planning and Strategy: Both require a well-thought-out plan and strategy. Marathon training involves designing a training schedule, nutrition plan, and recovery strategy. In business, it involves creating a business plan, marketing strategy, and financial projections.

• Consistent Effort: Success in both areas depends on consistent effort over an extended period. Marathon training demands regular, structured workouts, while building a business requires daily dedication to tasks like marketing, customer service, and product development.

• Resilience and Perseverance: Marathon running and entrepreneurship involve facing setbacks and challenges. You must develop resilience, bounce back from failures, and stay committed to your long-term goals.

• Continuous Learning: Whether it's learning about running techniques and nutrition in marathons or staying updated on industry trends and market shifts in business, continuous learning is essential for improvement and adaptation.

• Mentorship and Coaching: Mentors or coaches are valuable in both areas. In marathon training, coaches provide guidance on training methods, while in business, mentors offer insights into decision-making, networking, and overcoming obstacles. Put a pin in this one; we're coming back to it.

• Support System: Building a support network is crucial. Marathon runners often train with others for motivation, while business owners benefit from advisors and a network of peers who can provide guidance and assistance. When all else fails, both benefit from a shoulder to cry on. Oddly enough, training for a marathon, and building a business can "break" you. It's important to have someone who will remind you "why" you started.

• Measuring Progress: Tracking progress is vital. Marathon runners monitor their pace, distance, and times, while businesses track key performance indicators (KPIs) to evaluate their success and make necessary adjustments.

• Adaptation and Flexibility: Marathons and businesses must adapt to changing circumstances. Marathoners may need to adjust their training due to injuries or weather conditions, while business owners must pivot when market conditions change.

• Celebrating Milestones: Recognizing and celebrating achievements along the way is important for maintaining motivation and morale. Acknowledging progress is essential whether it's completing a long training run or hitting a revenue milestone.

While the end goals of marathon running and business building differ, the steps and attributes required for success are surprisingly

similar. To succeed at either (or both), they each demand goal setting, planning, resilience, mentorship, and consistent effort. Mastering these elements can help individuals excel. Enjoy your run!

For this chapter, I want to shift from talking about BEING a coach, mentor, or inspiration to HAVING a coach or mentor. Some of the most successful coaches and business people have also had their own coaches or mentors who played pivotal roles in their personal and professional development.

The co-founder of Microsoft, Bill Gates, has had multiple mentors throughout his life, including Warren Buffett. Buffett has been a close friend and advisor to Gates, offering financial and life advice. The late co-founder of Apple, Steve Jobs, credited his success to several mentors, including Robert Noyce, co-founder of Intel, and Edwin Land, inventor of the Polaroid camera. These mentors influenced his approach to technology and innovation. The renowned life coach and motivational speaker Tony Robbins has himself been coached by mentors like Jim Rohn. Rohn played a significant role in shaping Robbins' career.

Media mogul and philanthropist Oprah Winfrey has publicly spoken about the importance of her mentor, Maya Angelou, the renowned author and poet. Angelou provided guidance and wisdom to Oprah throughout Oprah's career. Maya Angelou herself had mentors, including James Baldwin and Langston Hughes, who encouraged her as a writer and poet.

Even the most accomplished individuals often have mentors or coaches who have played a crucial role in shaping their paths to success and personal growth. Mentorship and guidance are valuable tools for learning and self-improvement, regardless of one's level of achievement. And now you can have something in common with Oprah!

Footprints

Have you heard of the poem "Footprints" by Margaret Fishback Powers? You probably have, as it's found on cards, calendars, and posters and is cherished by millions. Abstracting it, the narrator reflects on life's journey, symbolized by a beach. The narrator notices that there are two sets of footprints in the sand most of the time, symbolizing someone guiding and supporting them throughout life. Yet, during tough times, the narrator sees only one set of footprints and wonders where the support went. Eventually, they realize that during those challenging moments, they were lifted up and carried through difficulties. The poem underscores the idea that there's unseen support and strength to help us endure and overcome life's challenges even in tough situations. That is the type of mentor you need and want to have in your life.

Just like in the poem, a business mentor should walk alongside you, guiding you during the good times and carrying you through the rough patches. Your business mentor should be enthusiastic and eager to support you starting from the beginning of your entrepreneurial journey. A mentor's commitment and excitement should remain unwavering, even when you're just starting. A great mentor will share your enthusiasm for your business venture and be willing to offer guidance, advice, and encouragement during the early stages when it's needed most. They should also be experienced and knowledgeable in your industry and bring a wealth of wisdom and expertise. This experience allows them to provide valuable insights, strategies, and solutions while helping you navigate challenges and make informed decisions.

A business mentor should be a reliable and experienced companion, willing to share the load during the tough times and inspire and

guide you throughout your entrepreneurial adventure. Their presence should be a source of strength and support, helping you endure and conquer the challenges that inevitably arise in the business world. Be like Oprah!

Needs More Seasoning

What do my cooking and someone starting a business have in common? In both cases, a bit more seasoning is required. (Insert "rimshot." I'm here all week, folks, 2 shows a night, tip your waitress, and try the veal. Maybe the three years I spent in stand-up comedy DID prepare me for life). So what's the point? Well, first off, A. I think ketchup is spicy, and 2. stop comparing the beginning of your journey to someone else who's further ahead, doing so may not work out well for you.

Comparing is how we make sense of the world. In many aspects of life, comparing ourselves to others can be a constructive tool for growth and motivation. However, when it comes to starting a new endeavor, constantly measuring one's own beginnings against the achievements of those who are more experienced can be detrimental. When seeking out mentors, it is important to seek advice from individuals who have been through similar stages of business that you are currently in because their experiences at that specific stage can provide invaluable insights and guidance.

• Relevance of Advice: When seeking guidance from someone who has already navigated the same stage of business, you are more likely to receive advice that is directly applicable to your current challenges and circumstances. Their insights will be relevant, practical, and tailored to your specific situation, making it easier for you to implement their recommendations effectively.

• Realistic Expectations: Understanding what your mentors did at a similar stage of their business helps you set realistic expectations. You can gain insights into the challenges they faced, the mistakes they made, and the strategies that worked for them. This knowledge allows you to anticipate potential obstacles and make informed decisions while avoiding unnecessary frustration and disappointment.

• Learning from Their Mistakes: By asking about their experiences at the same stage, you can learn from their mistakes and avoid making similar ones. This can save you valuable time, resources, and effort, as you can proactively address potential pitfalls and make wiser choices based on the lessons they learned.

• Confidence Building: Knowing that successful entrepreneurs or professionals faced similar challenges and uncertainties in the past can boost your confidence. It reinforces the idea that overcoming obstacles and achieving success is possible, even when you're in the early stages of your business journey.

• Networking and Building Relationships: Connecting with mentors who have experienced the same stage of business as you can help build stronger relationships. Mentors may be more willing to provide assistance, advice, and connections because they understand your particular needs and difficulties.

Mentors who have been through the same stage of business as you are more likely to provide you with more relevant, practical insights, help set realistic expectations, allow you to learn from their mistakes, boost your confidence, and strengthen networking opportunities. Learning from those who have walked a similar path can significantly enhance your chances of success in your business, especially at the beginning of your journey. Also, if you want to get together with me for dinner, let's order take-out.

Standing on the Shoulder of Giants

The famous phrase, "standing on the shoulders of giants," is often attributed to Sir Isaac Newton, but its implications go far beyond the realm of science. Just as a person standing on the shoulders of a taller individual can see farther and gain new perspectives, individuals in various fields can make significant strides by building upon the work, ideas, and innovations of those who came before them. Similar to having a mentor, but more granular in execution.

It is easy to understand how benefiting from those with more experience can help build a business. But, in the realm of brand building and awareness in the digital world, "standing on the shoulders of giants" involves capitalizing on the established influence, credibility, and reach of well-established online businesses and social media influencers. By partnering with other brands, people, or companies with an extensive reach, you can rapidly expand your brand's visibility, connect with a targeted audience, and benefit from the trust and authenticity that other people bring. It's a strategic approach that recognizes the power of collaboration and leverages existing platforms to elevate a brand's presence, including the digital landscape.

Example: As a marketing firm disguised as a boutique book publisher, I often coach our authors on the best approach to expanding the reach and marketability of their books. One suggestion I make time and time again is to "stand on the shoulders of giants ." If you're a mortgage originator writing a book, ask a top-producing realtor in your area to write the forward of your book (and vice versa). If you're a Health and Wellness coach, contact a mental health professional with a large online following specializing in athlete preparedness and ask them to write a chapter. If you're a business coach, find a local Business attorney interested in being quoted in your book on the "top 5

mistakes every new start-up makes" or something like that (people love lists). The idea is that the more people you invite to the party, the more people you have talking about the party. Your invited contributor will help promote your book (because they are in it) and, in turn, will promote you!

The Game Changers Conference

Shameless Plug Alert: At Belmont City Press, we developed a conference with small but growing businesses in mind; it's called The Game Changers Conference (TheGameChangersConference.com). The two most effective ways of connecting with your ideal client are through speaking opportunities (in person, podcasts, from the stage, and in videos) and writing (blogs, articles in major news outlets, or a book). The Game Changers Conference walks you through a 12-step marketing plan to promote you and your business by utilizing speaking and writing opportunities.

Through The Game Changers conference, business owners can capitalize on the opportunity to learn how to establish credibility, brand their expertise, simplify their lives, and gain more business. If you want to gain insight on PR industry secrets while learning to scale your business, create recognition, and drive sales this is the conference for you. I am looking at you Real Estate professionals, Mortgage Industry experts, Salesforce personnel, coaches, and anyone looking to become the go-to person in their niche.

In this conference, I break down how I was able to survive and thrive for 30 years in sales, present at more than 250 speaking engagements, build a multi-seven figure business while earning a six-figure income, and be featured in The Boston Globe, The Boston Examiner, Book Launch Express, Book Publishers Central, Bookstore

Newswire, NBC, CW, AP News, FOX, ABC, to name a few. At BCP we have also had multiple book publications hit #1 in the US and Canada. I have literally "written the book" on marketing to succeed in business, and this conference is how I can share my experience and expertise with you. I'm not saying I'm a "giant," but at a minimum, you can benefit from my experience.

The Game Changers Conference walks you through the steps to:

- Obtain the PR needed for your marketing
- Obtain reviews for your business
- Obtain UGC for your marketing
- Gain Opportunities to Write/Publish a guest blog
- Find podcasts to be featured in
- Write the perfect press release and get picked up by networks
- Connect with reporters for featured articles
- Position yourself as the go-to expert
- Find speaking opportunities for marketing
- Get your business partners to promote you!
- Craft your Signature Talk (no, not your sales pitch)
- Define Your Avatar (Ideal Client)
- Perfect your 5-minute webinar
- Organize your media kit and one-sheet
- Centralize your expertise
- Create evergreen marketing material
- Learn Low low-budget Marketing Tips
- Create Affiliate Marketing Programs for Your Business
- Construct Workshops and Webinars
- and More!

Three more things to know about The Game Changers Conference;

1. The conference can be scaled to accommodate 100 people or as few as five.

2. Depending upon the structure and benefits desired, each conference presents opportunities for attendees to add Keynote Speaker and/or Published Author to their bio due to the conference activities.

3. I travel, so let me know if you would like to chat and see if The Game Changers Conference is a good fit for you, your friends, your colleagues, or your group or organization. Visit TheGameChangers Conference.com

Bonus Content

Here is a quick example of one of our lessons from our "Low Cost Marketing Ideas" from the conference and our coaching program: How to leave a WIN-WIN review.

Leaving a review is an excellent ZERO-cost marketing idea. Now, leaving a great review is easy if you like the product, understand it, have used it, etc. But, let's pretend you met "Becky" at a networking event, and she sells widgets. In speaking with her, you discover her company's ideal clients align well with your business. Leaving an online review of the company would expose you to her clients, but you have never been a client of "Beckys," and you have never used her widgets. How do you leave a review without losing your authenticity? Let me show you.

Review: 5 Stars***

> "It was clear from the moment I met Becky from Widget company that she has a passion for widgets. Becky was able to walk me through widgets and teach me some things I didn't know. She answered all of my questions, and I can confidently say that WIDGET COMPANY is the right place to start if you are in the market for widgets. Ask for Becky and tell her Red from Belmont City Press sent you."
>
> -Red Hilton, Publisher, Belmont City Press

This review does many things. It leaves a review for the Widget company and indicates a good customer experience, which is a win for the Widget company. It also mentions you and your company without committing to anything that could compromise your authenticity. That's a win for you. It also gives the reader of the review an "inside scoop" feeling that if they mention your name and, in this case, they ask for Becky, they will be treated like a friend. Now that's a win-win review!

Find Your Giant, Then Become One

Having a mentor and emulating industry professionals can enhance your entrepreneurial journey. By leveraging the concept of "standing on the shoulders of giants," you gain access to a wealth of knowledge, experience, and networks that can accelerate your growth and success. Mentors can guide you through good times and challenges, offering advice, support, and insights grounded in their own experiences. This mentorship is invaluable for setting realistic goals, navigating the early stages of your business, and avoiding common pitfalls. Additionally, engaging with industry leaders and incorporating their strategies into your business can help you make informed decisions, adapt to market changes, and achieve your goals more efficiently. Mentorship not only enriches your personal and professional development but also positions you to contribute to the success of others in the future.

Chapter Seven

Become Crystal Clear

Principled, Pointed, & Purpose-Driven

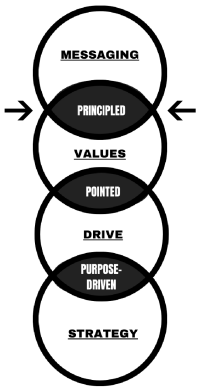
The Three Pillars of a Business Work Ethos: Principled, Pointed, and Purpose-Driven. The Oxford Dictionary defines "ethos" as the characteristic spirit of a culture, era, or community as manifested in its beliefs and aspirations. In a business context, "ethos" refers to the fundamental character, values, and pillars that shape the culture and identity of an organization.

A "pillar" in business is a fundamental element representing a company's core beliefs, ultimately influencing how it conducts itself, makes decisions, and interacts with employees, clients, and the broader community. Pillars can be flexible in their application, as they apply to various aspects such as marketing, branding, and culture through

their Mission and Vision statements, Values and Ethics, Innovation and Adaptability, Customer Focus, and Community and Social Responsibility. Essentially, the "pillars" of a business are the fundamental principles or core elements that support its operations, shape its identity, and guide its growth. And don't get me started on what a business "tenet" is...moving on.

Three fundamental pillars, Principled, Pointed, and Purpose-Driven, which I often refer to as the "3 P's of a business work ethos," guide a business on its path to success. These pillars bring unique benefits to business owners and their clients, ultimately fostering a culture of trust (Principled), integrity (Pointed), and achievement (Purpose-Driven).

Being Principled in Business Through Clear Messaging and Defined Values



3 P's of a Work Ethos

Fundamental business principles are statements a company adheres to when identifying its priorities. Being Principled in your business promotes clear messaging and the development of core values, serving as a moral compass for an organization. This approach builds a strong foundation for decision-making and ensures that people within and outside the company clearly understand its mission, products, and services. This principled approach nurtures trust with clients as they clearly understand what to expect. Transparent and

easy-to-understand messaging empowers clients to make informed choices, and shared values create connections.

Lost in Ambiguity: A Networking Nightmare

Networking events and business conferences are valuable opportunities to connect with like-minded professionals, expand one's network, and discover potential collaborations. However, not all encounters at such events lead to fruitful connections. Cue the story of 'Amy and My Networking Nightmare.'

Several years back, I attended a Women in Business Conference. I was networking, as one does. At the conference, I met a woman business owner, let's call her Amy (mostly because it's a short name and easy to type over and over again). Amy was on my short list of people I wanted to meet at this conference, as she was renowned for her frequent conference attendance and hosting. If she wasn't attending networking events, she was collaborating with networking groups to host 'get-togethers' or 'lunch-and-learns.' This reputation led me to believe that Amy was an ideal person to connect with; given her extensive experience, she must be a pro, right?

What followed was entirely unexpected. When I finally had the chance to meet Amy and engage in conversation, it quickly became apparent that something was amiss. Despite my sincere attempts to understand her business and the services she offered, the explanations provided were frustratingly vague and perplexing. It was as if the more questions I asked, the more elusive the answers became. Perhaps it was the environment of the conference? Maybe it was me? Could it be her? I mean, anyone can have an "off" day, right?

I followed up with Amy post-conference and had a Zoom meeting with her. I was hoping now, without the distractions of a conference,

I could get to the heart of her business and finally figure out how we could become great referral partners. About 10 minutes into the Zoom, it became apparent it wasn't me; it was her. During our Zoom meeting, Amy's inability to convey clear and concise information about her business continued. I couldn't ascertain if her business was truly thriving because her messaging was in disarray, making it challenging to understand what specific services her company provided or how we could collaborate.

The basics of "what went wrong": When discussing various aspects of her business, her explanations remained vague. She used industry jargon without providing context, assuming I understood what she meant. When I asked for specific examples or clarification, she repeated herself with the previous info, therefore not providing any clarity. Since I genuinely wanted to understand her business better, I attempted to guide the conversation. At one point, I asked Amy to give a clear elevator pitch, define her company identity, or provide a concise description of her core pillars, principles, ideal clients, or services. However, her response left me even more perplexed than before. She offered some information on certain aspects of her work without ever honing in on a core message or identifying "pain points" she solves for her clients. Look, the words we use to describe what we do are important; they bridge the gap between your value proposition and your client's needs. My conversations with Amy left me feeling as though she lacked a clear business plan and had neither a defined target audience nor a well-defined business model.

By the end of the Zoom call, I had to admit defeat. I had invested enough time and effort trying to understand Amy's business, but her poor messaging and inability to provide straightforward answers had alienated me. I realized that no matter how experienced or well-connected someone might be, effective communication and clarity in

conveying their business's message or clearly defining the company values and benefits are paramount for successful networking and collaboration.

Ultimately, my encounter with Amy was a reminder of the importance of clear and concise business messaging built from a foundation of fundamental values. It highlighted how a lack of planning and effective communication can lead to missed opportunities with business partners as well as clients.

When a business has unclear messaging, it can have several negative effects, including:

• Confusion: Confusion can make it challenging for clients to make informed decisions or take action.

• Distrust: Unclear messaging can make potential clients skeptical about the business's credibility and legitimacy.

• Loss of Interest: Lack of clarity in messaging can result in potential clients moving on to competitors with clearer communication and who effectively convey their value.

• Increased Bounce Rate: For online businesses, unclear messaging can lead to a higher bounce rate on websites and landing pages. Visitors may leave the site without taking any action because they can't figure out what pain points will be addressed by the business.

• Brand Erosion: Over time, unclear messaging can erode a business's brand identity and reputation. A lack of consistency and clarity can dilute the brand's message and impact its ability to stand out in the market.

• Wasted Marketing Efforts: Businesses with unclear messaging may invest in marketing campaigns that don't yield optimal results. Marketing efforts become less effective when the messaging doesn't resonate with the target audience. This might be the case with Amy.

I initially believed that Amy's frequent attendance at networking events was a sign of her thriving business. However, upon closer consideration and experience, she might be attending these events out of necessity, possibly to compensate for the higher required number of contacts needed to sell her services effectively. In other words, if most businesses need 10 contacts to secure a single sale, Amy could require as many as 20 contacts to achieve the same sales result. This situation is possibly due to unclear messaging, leading to a higher drop-off rate and a greater need for marketing efforts. We may never know the answer to these questions since I won't be the one to call and ask Amy; besides, I doubt I'd get a straight answer. So, how do you avoid unclear messaging? The simple answer: you become crystal clear.

Being crystal clear in your business messaging is crucial for effectively communicating your business value proposition, mission, and products/services to your target audience.

• Know Your Principles: Figure out the most important values and pillars that guide your business. These should match your goals and what you want to do for your clients and the community.

• Simple Mission and Vision: Write down your business's main purpose and what it wants to achieve (Mission Statement). Decide on your aspirational path and outline your long-term goals (Vision Statement). Your mission and vision statements should be concise and easy to understand, and make sure they reflect your core principles.

• Understand Your Audience: Learn about your ideal clients. Understand their needs, pain points, and preferences. This knowledge helps you tailor your messaging to resonate with them effectively and in a way they'll understand. If you are not crystal clear on who your target audience is, check out Chapter Eight: Define Your Avatar.

• Use Clear Language: Don't use complicated words or phrases; avoid jargon. Keep your messages simple and easy. Consistency in your

messaging across all communication channels reinforces clarity and helps people recognize you. AKA: Branding.

• Craft a Unique Value Proposition: Clearly articulate what sets your business apart from competitors. Highlight your services, indicate the benefits and solutions for your clients, and explain how they align with your principles.

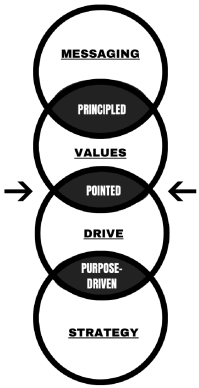
• Create a Brand Style Guide: Creating a unique and distinctive identity for your company. By strategically developing your company's name, logo, design elements, messaging, and overall image, you will differentiate it from competitors and leave a lasting impression on clients. Make internal rules about how your brand looks and sounds. Decide on fonts, colors, logos, and tone of voice to ensure your brand is clear and consistent.

• Authentic & Transparent Messaging: Be clear about your business's value proposition. Share your principles, how you work, and what issues you care about and want to solve in your client's lives. People trust businesses that are honest and open.

• Simplify Complicated Information: If your business deals with tricky ideas or concepts, break them down into simple parts. Use pictures, stories, or examples to make it easier for people to understand.

• Prioritize Clarity Over Creativity: While it's good to be creative, don't make your messages so clever that people can't understand their meaning. Make sure your message is clear before trying to be fancy.

Being Pointed in Business by Aligning Values with Drive



3 P's of a Work Ethos

Being Principled in business involves clear messaging and upholding values. The second pillar, being Pointed, shares common ground with being Principled but with a crucial distinction: in business you align your values with your 'drive to succeed' resulting in becoming "integrity-driven." To illustrate, think of defining your values, building your business, and pursuing success with determination, much like skillfully driving a bus. Your values serve as your chosen route; the business is the bus itself, and your determination is the fuel for your journey. You navigate your business journey much like a bus driver steers the vehicle – staying on course, adjusting as needed, and overcoming obstacles with focus and commitment to reach your desired destination: success.

Taking your business "on the road" through marketing and client prospecting is how you drive your business toward your goals. Any obstacle or challenge along the way cannot be more important than reaching your destination. You must become crystal clear about what you want, long-term, for your business and what you're willing to do to get there. Here are two steps that will help maintain your business integrity and align your values with your purpose and your drive to succeed.

Honesty: Being honest with yourself is a critical aspect of starting and running a successful business, though often overlooked. This self-honesty involves a deep and candid assessment of your strengths, weaknesses, values, and the realistic boundaries you set for how you want to grow your business. In Chapter One (Rejection Is A Gift), we covered how the Masochist and the Schrödinger's Salesperson handled making outbound calls differently. Being in a business that would typically require you to make outbound calls when, in fact, you have no interest in making outbound calls is setting yourself up for failure. Being honest encompasses recognizing your own limitations, understanding your motivations, and being clear about what you are and aren't willing to compromise on.

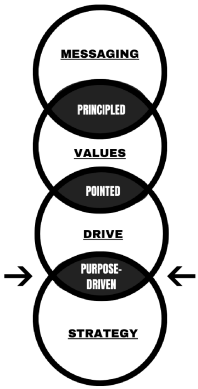
Make It Fail: I often play a little game with myself when taking on a new challenge. (Hilton, party of one!) Before investing time and resources into any idea, I try to make it fail. The concept of "making it fail" before entirely investing in a new business idea is a reasonable risk management approach. This strategy often involves "stress testing" an idea by intentionally seeking out the conditions, assumptions, or factors that could lead to a business idea's failure. The reasoning behind this approach is not to foster negativity but to proactively identify and address potential pitfalls, thereby increasing the project's chances of success or deciding to scrap it and move on.

Making it fail will help you in:

- Identifying Weaknesses and Assumptions
- Encouraging Resilience and Flexibility
- Promoting Innovation and Creative Thinking
- Saving Time and Resources
- Facilitating Learning and Growth

To really test your business idea, you might talk to potential customers to see if they're interested, look at your competition to see if you have a real shot or check your budget to make sure you can afford to bring your idea to life. The main goal is to be honest with yourself and be ready to change your plan if needed. Seeing your idea's weak spots isn't fun, but it's a crucial step in making your business as strong as possible.

Being Purpose-Driven in Business by Aligning Your Drive to Succeed with Your Strategy



3 P's of a Work Ethos

A purpose-driven business is one that combines its messaging and values (Principled) with its purpose and drive to succeed (Pointed) and places everything at the forefront of its operational strategy. Being a purpose-driven company usually involves aiming to make a positive impact on society, the environment, or a particular community beyond merely seeking profits. Purpose-driven companies often integrate their mission into every aspect of their business, from product development and marketing to supply chain management and customer service. We will cover this more in Chapter Eight: Business, Niche, Specialize, but most small business owners know whom they are called to serve. Many entrepreneurs are inspired to start their businesses by a desire to solve a problem or address an issue they faced in their own lives, often tracing back to their younger years. This personal connection to the problem not only fuels their passion but

also provides a deep understanding of the issue at hand, making them uniquely qualified to create a solution. For instance, someone who struggled with learning difficulties as a child might be motivated to develop an innovative educational tool or platform that makes learning more accessible and engaging for students with similar challenges. This firsthand experience with the problem ensures that the solutions they develop are deeply rooted in empathy and a genuine understanding of the needs of those they aim to help.

Here are a few examples of purpose-driven businesses and how their drive to achieve combined with a purpose driven strategy:

• Patagonia - An outdoor apparel company that is deeply committed to environmental sustainability. Patagonia's purpose is to save our home planet, and it aligns all its business practices with this mission. This includes using sustainable materials, investing in renewable energy, and donating a portion of its profits to environmental causes. Patagonia's drive to succeed is bolstered by its commitment to transparency, ethical sourcing, and environmental activism, showing that a business can be both profitable and purpose-driven.

• Warby Parker - An eyewear company that operates on a buy-one-give-one model, aiming to address the problem of access to glasses in developing countries. For every pair of glasses sold, Warby Parker donates a pair to someone in need. The company's purpose-driven approach is complemented by its focus on customer experience, innovative design, and cost efficiency, proving that a mission-driven business can also excel in delivering value to its customers.

• TOMS Shoes - Similar to Warby Parker, TOMS started with a model of donating a pair of shoes to a child in need for every pair sold. Over time, TOMS has expanded its mission to include water, sight, and safe birth initiatives. The company's drive to succeed is enhanced by its adaptability, commitment to transparency, and engagement

with its customer community, showcasing how purpose can evolve and expand while still guiding a company's operations and growth. As an aside, I am wearing TOMS as I type this. Love this company!

These examples illustrate that being purpose-driven in business requires more than just a drive to succeed financially; it also necessitates a commitment to a set of values and principles that guide the company's messaging and actions. Traits such as transparency, ethical practices, adaptability, customer focus, and community engagement are crucial for a purpose-driven business to effectively integrate its mission with its operational strategies and achieve both its social and commercial goals. By doing so, these companies demonstrate that success and purpose are not mutually exclusive but rather complementary forces that can drive innovation, customer loyalty, and long-term sustainability.

Understanding and aligning with the three pillars of a business work ethos – Principled, Pointed, and Purpose-Driven – is essential for achieving success in business. These pillars serve as guiding principles that shape a company's culture, decision-making processes, and overall strategy. Being Principled involves clear messaging and well-defined values, which creates a strong foundation for decision-making and fosters trust with clients. When a business owner's drive to succeed is aligned with these principles, it allows them to navigate challenges more effectively and confidently pursue growth opportunities . Additionally, being Pointed means aligning values with purpose and drive, ensuring that every aspect of the business is focused on achieving its goals. Finally, being Purpose-Driven involves integrating the company's mission and values into its operations and strategy, allowing it to make a positive impact while also driving success. By becoming crystal clear and embracing these pillars, businesses can create a solid framework for sustainable growth and long-term success.

Chapter Eight

Identify Your Avatar

Business, Niche, Specialize

Identifying your ideal client, or "avatar," involves analyzing various factors, including demographics, behaviors, needs, and pain points. Your unique talents, expertise, and desires shape the business model for your products or services, and this avatar embodies the perfect match for your business. It's essential for the success of your business to align your marketing strategies and product development precisely with the specific needs, actions, and likes of your target audience, completing the connection between what you offer and those you aim to serve.

Often, the choices we make in life are significantly influenced by our experiences and our innermost needs. Our deepest wishes and wants don't always come from logical places; they're rooted in these personal experiences. This isn't just true for us; it's the same for the people we aim to serve with our business. A common “reason” to start a business is to fulfill a deep, unmet need within ourselves. These

unmet needs usually involve influences rooted in our childhood, a challenging or traumatic event, or a desire to shield others from negative experiences or challenges we've faced. In 2019, I published my first book, and even though it was over 30 years in the making, the 18 months it took to get it out of my head and onto paper seemed longer. I struggled to form cohesive sentences, let alone paragraphs. I knew the material COLD. I had given numerous lectures on the subject matter, written articles, guest blogs, and was considered an" expert," yet I struggled. Essentially, I wanted to brain dump my knowledge onto paper, let someone else come along and tidy it up for me, and... VIOLA! A book. Because of that experience, I set out to create a company that makes it easier for someone to write a book when looking to establish credibility, brand their expertise, simplify their life, and gain more business. I am helping "me" of a few years ago. See how that works?

Understanding that your motivations as a business owner and the deep needs of your ideal client are often rooted in profound personal experiences can greatly improve your ability to establish credibility and connect with them effectively. This approach aligns with the concept that the best business-client relationships are built on empathy, understanding, and the ability to provide tailored solutions to deeply felt problems. Blending your motivations and experiences with your client's pain points and effectively resolving them requires three things:

• Defining Your Avatar. (client)

• Understanding the pain point the client needs to be resolved. (Problem)

• Positioning yourself as the solution to their problem. (Solution)

Not just a generic solution; you aim to be the tailored solution uniquely suited to their needs. Doing so requires that your solution

address not only the pain point but also the cause. In every moment, we stand in a space with our future ahead of us and our past behind us. Inside this space, without fail, we make decisions that lead us toward our future and leave a trail of our past. For our clients, the decisions they make are colored by their experiences, desires, and unmet needs; while powerful motivators, they do not always lead our clients to make decisions that are in their best long-term interest. They can, in fact, cloud judgment, leading to choices that may feel right in the moment but ultimately do not serve the needs of our clients. By not helping to address the root causes of their "problems," our clients will continue getting in their own way. With our uniquely tailored solution that resolves the root causes of their problems and not just the symptoms, we can create more effective, lasting progress that fulfills our clients' needs and propels us toward our goals and aspirations. The question then becomes, how do we achieve this? Through credibility.

Building this credibility isn't just about claiming to be an expert; it's about demonstrating your expertise and reliability in ways that resonate deeply with your target audience. This foundational trust sets you apart in a sea of options, where every expert, be it a guru with a book or a coach with a masterclass, promises a solution. But remember, every solution hinges on a critical element: the ideal client's willingness to take action. While directly influencing your ideal client's motivation to act might be challenging, your role is to ensure that when they're ready to jump, you're the first business they think of as a credible and trustworthy option.

In Chapter One (Rejection Is A Gift), we touched on some marketing suggestions to increase your credibility:

> "In business, each person you meet at any time should become a client or a megaphone for you and your

> business. Having someone act as a megaphone for your business means leveraging others to advocate or promote your brand and offerings to a wider audience, regardless of whether they have a personal need for your services. It's a strategy to tap into their credibility and reach in order to boost your brand's visibility and credibility."

In Chapter Four (Always Bet On Red: Embracing Imposter Syndrome), we discussed how using the Socratic Method of interviewing potential clients allows you to reach out to people with authenticity and genuine interest, instilling confidence in prospective clients and solidifying your credibility.

> "A coach using the Socratic Method of interviewing clients can benefit from establishing trust and credibility, zeroing in on specific coaching strategies and mitigating SSWP (imposter syndrome) by investing time to inquire and learn about the client's expectations and needs."

And in Chapter Six (Model Behaviors and Trajectories), we were "standing on the shoulders of giants," which involves capitalizing on the established influence, credibility, and reach of well-known online businesses and social media influencers.

A clearly defined “avatar” is foundational to building a credible and sustainable business. This creates a business model that is mutually beneficial to both the business owner and the ideal client. Here’s how:

Enhances Credibility

• Expertise in a Specific Domain: By focusing on a well-defined group, you position yourself as an expert in addressing their specific needs. This specialization boosts your credibility, as potential clients see you as more knowledgeable and skilled in your niche compared to a generalist approach.

• Quality of Service: When you know your ideal client well, you can tailor your services or products to meet their needs more effectively. This customization improves the client experience, leading to higher satisfaction rates and positive testimonials, which further enhance your credibility.

• Relevant Marketing Messages: Your marketing efforts become more effective when they speak directly to the pain points, aspirations, and language of your ideal client. This relevance makes your business come across as understanding and empathetic, traits that build trust and credibility.

Prevents Poor Customer Experiences

• Misalignment of Expectations: Serving clients who don't align with your ideal profile can lead to mismatches in expectations. When clients don't fully benefit from your offering because it wasn't designed for them, it can result in dissatisfaction, negative reviews, and harm to your reputation.

• Efficiency in Service Delivery: Knowing your ideal client allows you to streamline your processes, services, and products to cater specifically to them, reducing the likelihood of poor fit and the associated negative experiences.

Sustainable Business Growth

• Beyond Transactions: A business built on transactions rather than relationships lacks sustainability. Relationships are fostered with repeat business and referrals, which come from deeply understanding and consistently meeting the needs of your ideal clients.

• Referrals and Repeat Business: Satisfied clients who see the value in your service because it's tailored to their specific needs are more likely to refer others. This organic growth is more sustainable and cost-effective than constantly acquiring new clients.

• Avoiding the Constant Search for New Clients: When you focus on serving those who truly need and value your service, you spend less time in "find my next client"mode. You build a loyal client base that is more profitable over time.

Letting Go of Non-Ideal Clients

• Protecting Your Brand: Serving the wrong clients can dilute your brand's message and value proposition. By being willing to let go of clients who are not the right fit, you maintain the integrity and focus of your brand.

• Focusing on Fit: Understanding that not every potential customer is the right client for your business is crucial. Letting go of those who don't fit allows you to dedicate more time and resources to serving your ideal clients exceptionally well. Learn to make referrals to others in your Business or niche.

Clearly defining your ideal client goes beyond just targeting only certain people as it's not about exclusion; it's about bolstering your credibility and ensuring alignment between what your business offers

and the specific needs, desires, and challenges of a well-defined segment of customers.

> "Don't find customers for your products; find products for your customers."
> - Seth Godin, author and entrepreneur

Business, Niche, Specialize: Finding Your Ideal Client

At Belmont City Press, as part of our "Game Changers" Workshop and Conference (TheGameChangersConference.com), we developed a "Business, Niche, Specialize" Workshop designed for business owners looking to discover the heart of their market. It's one thing to run a business, but true success lies in carving out your niche and then specializing within it to appeal to a specific market segment. As discussed above, doing so sharpens your business identity, streamlines your marketing efforts, and enhances the overall customer experience. In the workshop, we guide business owners through discovering their ideal clients by mastering the art of “drilling down” and “pinpointing.” (Oh, hello corporate speak, where have you been?).

Let's define the nuances between having a business, having a niche, and having a specialty:

Business: This broadly outlines what the company does, including its main operations, target market, and overall goals. It's a general overview of the company's activities and the market it serves.

Niche: The niche narrows the business's focus to a specific market segment. It identifies a narrower group within the target audience the business aims to serve, often characterized by unique needs or preferences that distinguish it from the broader market.

Specialty: This is a further refined aspect of the business's offering, highlighting a unique product, service, or approach that sets the business apart even within its niche. It's how the business differentiates itself from competitors targeting the same niche.

A business provides a helicopter view, while a niche zeroes in on a specific market segment, and the specialty details how the company serves its niche uniquely.

> "Best way to predict the future is to create it."
>
> - Abraham Lincoln

While this quote doesn't mention the word "niche" directly, it's frequently interpreted in the context of business strategy to emphasize the importance of carving out a unique space or niche in the market. By focusing on a specific niche, businesses can effectively create their future success through innovation and targeted service, differentiating themselves in a crowded marketplace. Drucker's insights into business efficiency, effectiveness, and innovation have inspired many to focus on identifying and dominating their niche to predictably shape their future in the business world. Let's get started!

Start With the “Face-Test”

When considering how to put your marketing together and prospecting for your ideal cleint, your first consideration should be: does it pass the “face test." The concept of the "face test" in networking and identifying your ideal client revolves around the clarity and precision with which you describe your target audience. When your description of your ideal client is so specific that it conjures up the image of a specific person in the listener's mind, it passes the "face test." This vivid specificity means that as you explain who benefits most from your services or products, the listener can easily think of someone they know who fits that description perfectly—a potential referral.

To ensure your description passes the "face test," consider these aspects:

• Be Specific in Your Description: You should avoid broad or vague descriptors that could apply to too many people. For example, instead of saying "I help small businesses grow," specify the type of small businesses, like "I help small, family-owned restaurants in urban areas increase their customer base through targeted social media campaigns." This specificity makes it much easier for someone to visualize a specific restaurant owner they know who could use your services. Do you remember Amy from Chapter Seven? (Ya, I don’t want to either, but here we are...) Amy was not specific enough in the description of her business to pass the "face test."

• Highlight Unique Needs or Problems: Discuss the unique challenges, needs, or aspirations your ideal client faces that your business specifically addresses. For example, if your ideal clients are "first-time authors needing comprehensive guidance to publish their novels," it's far more descriptive than simply saying "aspiring authors." It speaks

directly to a particular stage in their journey and the specific help they need.

• Use Relatable Examples: When explaining who your ideal client is, use examples or tell stories that resonate with common experiences or well-known scenarios. This approach helps people connect the dots more effectively. If your target clients are "parents of high school students looking to improve their children's SAT scores," it's a scenario many can relate to and recall within their circle of friends or family. Also, people like lists or information provided in small groups of 3 or 5. If you serve "moms," you might want to describe your services as "moms of babies, toddlers, and mixed ages under seven."

• Incorporate Demographics and Psychographics: Include both demographic information (age, location, job role) and psychographic (sorry, that is the official big word for “lifestyle choices and opinion and attitudes”) details (values, interests, desires) to paint a fuller picture of your ideal client. For instance, "I specialize in helping eco-conscious homeowners in Seattle retrofit their homes with sustainable technologies to reduce their carbon footprint and save on energy bills." This description makes it easy for someone to think, "Oh, my cousin in Seattle has been talking about doing just that!"

• Be Consistent and Memorable: Repetition aids recall. Consistently describe your ideal client in the same specific, vivid manner across all networking opportunities. Over time, this consistency helps solidify the image of your ideal client in your network's mind, making it easier for them to remember and identify potential referrals for you.

By ensuring your description of your ideal client passes the "face test," you not only make it easier for your network to understand exactly who you're looking to serve but also turn them into effective referral sources, as they can more readily identify and connect you with potential clients who fit your detailed criteria.

Fill-in-the-Blank Script for Businesses Elevator Pitch

In business marketing, a tagline is a brief, memorable phrase that encapsulates the essence of a brand or product, designed to leave a lasting impression in just a few words.

Nike: "Just Do It."

Apple: "Think Different."

McDonald's: "I'm Lovin' It."

L'Oréal: "Because You're Worth It."

An "elevator pitch" is a succinct and persuasive speech that summarizes who you are, what your business offers, and the unique value or solution it provides, all within the span of about 30-45 seconds—the average length of an elevator ride. It is a critical component of your networking and marketing arsenal. Here is the framework (and examples) for a sample "elevator pitch" script from TheGameChangersConference.com:

> "Our business, [Business Name], operates in the [Industry/Market] and offers [Main Products/Services] to [General Target Audience]. Within this market, we specifically cater to [Niche Target Audience], who seek [Niche Needs/Problems]. What truly sets us apart is our [Specialty], providing [Unique Value Proposition/Solution] to address [Specific Niche Problem], thereby [Benefit to the Niche Audience]."

Example One: Tech Startup

[Business Name]: GreenTech Innovations

[Industry/Market]: Green Technology

[Main Products/Services]: Energy-efficient software solutions

[General Target Audience]: Businesses and corporations

[Niche Target Audience]: Small to medium-sized enterprises (SMEs) focused on reducing their carbon footprint

[Niche Needs/Problems]: Need for cost-effective, energy-efficient operations

[Specialty]: Customizable energy management software

[Unique Value Proposition/Solution]: Personalized software that optimizes energy use for sustainability

[Specific Niche Problem]: The challenge of implementing green solutions affordably

[Benefit to the Niche Audience]: Reduced operational costs and a smaller carbon footprint

How it sounds when you put it all together:

> "Our business, GreenTech Innovations, operates in the Green Technology market and offers energy-efficient software solutions to businesses and corporations. Within this market, we specifically cater to small to medium-sized enterprises (SMEs) focused on reducing their carbon footprint, who need cost-effective, energy-efficient operations. What truly sets us apart is our customizable energy management software, providing personalized software that optimizes energy use for sustainability to address the challenge

> of implementing green solutions affordably, thereby reducing operational costs and achieving a smaller carbon footprint."

DING! The elevator doors open. That is your elevator speech, and you should know it cold! The above "pitch" includes 81 words and three sentences and takes 27 seconds to recite. I'm not certain I really understand what "green" technology is, but after hearing this pitch, I feel like I might!

Example two: Marketing and Publishing Company (Belmont City Press)

[Business Name]: Belmont City Press

[Industry/Market]: Marketing and Publishing

[Main Products/Services]: We are a marketing company masquerading as a boutique book publishing company

[General Target Audience]: Salespeople looking to become the go-to expert in their field

[Niche Target Audience]: Salespeople looking to write books for marketing purposes

[Niche Needs/Problems]: Establish credibility, brand their expertise, simplify their marketing efforts, and gain more business

[Specialty]: We literally help you write your book through our online course and then our team of writers cultivate a narrative based on your answers.

[Unique Value Proposition/Solution]: Comprehensive publishing solutions that include 12-point marketing and branding strategies

[Specific Niche Problem]: The need for a professionally published book to enhance their marketing toolkit

[Benefit to the Niche Audience]: Salespeople write their book which is curated by us and then marketed for success which helps to establish their authority and expertise in their field

How it sounds when you put it all together:

> "At Belmont City Press, we're a marketing powerhouse masquerading as a boutique book publisher specifically designed for salespeople looking to become the go-to experts in their field. Unlike traditional publishers, we cater exclusively to salespeople aiming to write books for marketing purposes and to establish credibility, brand their expertise, simplify their lives, and ultimately gain more business. Our unique specialty lies in not only helping people write their books through our online course but also in our team of writers who cultivate a narrative based on their responses and provide a comprehensive publishing solution that includes a 12-point marketing and branding strategy. This approach enhances our client's marketing toolkit as they become the go-to expert in their field. "

DING! Ride's over.

So that you can play along at home:

[Business Name]:

[Industry/Market]:

[Main Products/Services]:

[General Target Audience]:

[Niche Target Audience]:

[Niche Needs/Problems]:

[Specialty]:

[Unique Value Proposition/Solution]:

[Specific Niche Problem]:

[Benefit to the Niche Audience]:

Our business, [Business Name], operates in the [Industry/Market] and offers [Main Products/Services] to [General Target Audience]. Within this market, we specifically cater to [Niche Target Audience], who seek [Niche Needs/Problems]. What truly sets us apart is our [Specialty], providing [Unique Value Proposition/Solution] to address [Specific Niche Problem], thereby [Benefit to the Niche Audience].

Long Form Business, Niche, Specialize

A long-form business presentation is a detailed, structured overview of a business or project, often lasting anywhere from 2-10 minutes to an hour or more. It is designed to inform, persuade, or secure support from the audience by incorporating data, insights, and strategic plans. The idea is to deliver a compelling overview of your business that captures the listener's interest and encourages further conversation, all in a very brief timeframe.

Below is an expanded script that provides a detailed narrative that can be adjusted to fit various speaking opportunities, offering a comprehensive insight into your business's mission, target audience, and unique value proposition. When given the opportunity to introduce your business, you should capitalize on all the time you are given, and be pointed, and confident. This version is intended to be detailed

enough to fill 1-2 minutes of speaking time, providing a more comprehensive overview of your business.

"Our company, [Company Name], stands at the forefront of [Industry/Market], offering [Primary Product/Service] designed with [Target Audience] in mind. Founded in [Year], our mission has always been to [Mission/Objective], addressing [Key Problem/Need] that our customers face daily.

What sets us apart in the [Broader Industry/Niche] is not just our [Unique Selling Proposition] but our commitment to [Core Value or Approach]. We dive deep into the specific challenges of [More Specific Target Audience], particularly those who [Specific Problem or Need of Niche Audience].

Our specialization lies in [Specialized Service/Product], where we excel by [How You Excel/Innovate in This Area]. This focus allows us to not only meet but exceed the expectations of our clients, offering them [Specific Benefits of Your Specialization].

What truly distinguishes [Company Name] is our approach to [Customer Relationship/Service Model]. We believe in [Belief About Customer Relationship], ensuring that each client feels [How You Want Clients to Feel]. This philosophy is embedded in every aspect of our business, from initial consultation to post-purchase support.

We are proud to have achieved [Notable Milestone/Achievement], reflecting our dedication to [What This Achievement Reflects About Your Business]. Looking forward, we aim to [Future Goal or Vision], continuing to serve [Target Audience] with unparalleled [Service/Product Quality].

In conclusion, [Company Name] is not just another [Industry/Market] company. We are a team of dedicated [Type of Professionals] committed to [Ending Statement of Commitment or Vision], making a tangible difference in the lives of [Who You Serve]."

Example One: Solar Company

[Company Name]: EcoTech Innovations

[Industry/Market]: sustainable technology market

[Primary Product/Service]: cutting-edge solar solutions

[Target Audience]: environmentally conscious homeowners

[Year]: 2015

[Mission/Objective]: make renewable energy accessible and affordable

[Key Problem/Need]: the urgent need for sustainable living practices

[Unique Selling Proposition]: high-efficiency solar panels

[Core Value or Approach]: personalized energy assessments

[More Specific Target Audience: suburban homeowners looking to reduce their carbon footprint without compromising on lifestyle

[Specific Problem or Need of Niche Audience]: seeking sustainable energy solutions that fit their living conditions

[Specialized Service/Product]: custom solar installations

[How You Excel/Innovate in This Area]: integrating the latest in photovoltaic technology with smart home systems

[Specific Benefits of Your Specialization]: significant energy savings and a reduced environmental impact

[Customer Relationship/Service Model]: building long-term relationships

[Belief About Customer Relationship]: each client feels supported and informed throughout their transition to solar energy

[How You Want Clients to Feel]: supported and informed

[Notable Milestone/Achievement: facilitated over 5,000 solar installations

[What This Achievement Reflects About Your Business]: dedication to promoting sustainable energy solutions [Future Goal or Vision]: expand our reach to urban areas

[Service/Product Quality]: unparalleled solar technology and service

[Type of Professionals]: renewable energy specialists

[Ending Statement of Commitment or Vision]: empowering homeowners to embrace a greener future

[Who You Serve]: communities across the nation

How it Sounds in Action:

> "Our company, EcoTech Innovations, stands at the forefront of the sustainable technology market, offering cutting-edge solar solutions designed with environmentally conscious homeowners in mind. Founded in 2015, our mission has always been to make renewable energy accessible and affordable, addressing the urgent need for sustainable living practices that our customers face daily. What sets us apart in the green technology space is not just our high-efficiency solar panels but our commitment to personalized energy assessments. We dive deep into the specific challenges of suburban homeowners, particularly those looking to reduce their carbon footprint without compromising on lifestyle. Our specialization lies in custom solar installations, where we excel by integrating the latest in photovoltaic technology with smart home systems. This focus allows us to not only meet but exceed the expectations of our clients, offering them significant energy savings and

a reduced environmental impact. What truly distinguishes EcoTech Innovations is our approach to customer service. We believe in building long-term relationships, ensuring that each client feels supported and informed throughout their transition to solar energy. This philosophy is embedded in every aspect of our business, from initial consultation to post-purchase support. We are proud to have facilitated over 5,000 solar installations, reflecting our dedication to promoting sustainable energy solutions. Looking forward, we aim to expand our reach to urban areas, continuing to serve environmentally conscious homeowners with unparalleled solar technology and service. In conclusion, EcoTech Innovations is not just another sustainable technology company. We are a team of dedicated renewable energy specialists committed to empowering homeowners to embrace a greener future, making a tangible difference in the lives of communities across the nation."

So you can play along at home:

[Company Name]
[Industry/Market]
[Primary Product/Service]
[Target Audience]
[Year]** of founding
[Mission/Objective]
[Key Problem/Need] your avatars face

[Unique Selling Proposition]

[Core Value or Approach]

[More Specific Target Audience]

[Specific Problem or Need of Niche Audience]

[Specialized Service/Product]

[How You Excel/Innovate in This Area]

[Specific Benefits of Your Specialization]

[Customer Relationship/Service Model]

[Belief About Customer Relationship]

[How You Want Clients to Feel]

[Notable Milestone/Achievement]

[What This Achievement Reflects About Your Business]

[Future Goal or Vision]

[Service/Product Quality]

[Type of Professionals] in your team

[Ending Statement of Commitment or Vision]

[Who You Serve]

By providing specific details about your business to complete these blanks, you construct a rich and engaging story that clearly outlines your business's purpose, target audience, and distinctive qualities. This narrative can be tailored to suit the time available for your presentation. Use the concise version for brief introductions, while the more extensive format is ideal for occasions when you have more time to elaborate on your business, such as during presentations to a larger audience or when you're the main speaker.

Identifying your "avatar," is critical for business success. This involves understanding their demographics, behaviors, needs, and pain points, which allows you to tailor your products or services precisely to their requirements. By aligning your marketing strategies and product development with your target audience's specific needs and prefer-

ences, you create a strong connection between what you offer and who you aim to serve. Understanding that both your motivations as a business owner and your ideal client's needs are often rooted in personal experiences enhances credibility and builds meaningful relationships. Defining your avatar, understanding their pain points, and positioning yourself as the solution to their problems are essential steps in this process. By addressing the root causes of your clients' challenges, you can provide more effective and lasting solutions, driving both your business and your clients towards success. Building credibility through authentic connections, tailored solutions, and strategic marketing efforts ensures that you become the go-to option for your ideal clients, fostering sustainable business growth and positive customer experiences. Ultimately, letting go of non-ideal clients and focusing on serving those who align with your business values and offerings is key to maintaining brand integrity and maximizing long-term success.

Chapter Nine

Perfect Your Pitch

Hook, Story, Offer

Perfecting Your Pitch: In business, a pitch is a promise that your company can be relied upon to improve your ideal client's situation. The idea of "pitchmen" has been around for decades. In the early years of television, pitchmen were instrumental in selling household goods and products directly to consumers through persuasive demonstrations and compelling storytelling. These pitchmen became iconic figures, shaping the landscape of advertising and infomercials as we know them today.

One of the earliest and most influential pitchmen was Ron Popeil, who revolutionized the industry with his innovative approach to product demonstrations. Popeil's infomercials, often aired during late-night television slots, featured him showcasing various inventions and gadgets enthusiastically and with conviction. His catchphrase, "But wait, there's more!" became synonymous with offering additional value to customers and encouraging them to make a purchase.

Another legendary pitchman from the early years of TV was Billy Mays, known for his booming voice and energetic persona. Mays was a master at selling household cleaning products and tools, such as OxiClean and Mighty Putty, through his passionate demonstrations and persuasive pitches. His larger-than-life personality and memorable catchphrases made him a beloved figure in the world of infomercials. "Hi, Billy Mays here!"

Then, there was my girl, Clara Peller. Clara made a significant impact as a pitchwoman in the 1980s with her iconic line, "Where's the beef?" in a Wendy's commercial. Her humorous and memorable delivery resonated with audiences and helped propel Wendy's into the spotlight. (BRB, going to get a Frosty...)

The pitchmen of the early years played a pivotal role in shaping how products were marketed and sold directly to consumers through television. Their engaging demonstrations, charismatic personalities, and effective storytelling techniques captured the audiences' attention and established a direct connection between the pitchmen and their viewers. This direct interaction fostered trust, credibility, and a sense of authenticity, which were crucial elements in persuading consumers to make a purchase.

Fast forward to the digital age, and we see a similar phenomenon unfolding with the rise of social media influencers and online personalities. These modern influencers leverage platforms like Instagram, YouTube, TikTok, and others to reach and engage with their target audience in much the same way that the pitchmen of the early years did on television. They create entertaining, informative, and relatable content, building a loyal following of individuals who trust their recommendations and value their opinions.

For businesspeople looking to reach their ideal clients and establish a strong connection, video content is an invaluable tool. Just as the

pitchmen of yesteryears used television to showcase products and engage with audiences, today's entrepreneurs can use video to tell their brand story, showcase their products or services, and provide valuable insights or tips relevant to their industry. Video content allows for a more dynamic and immersive experience, enabling businesses to convey their message in a compelling and memorable way.

Moreover, social media platforms offer unprecedented opportunities for businesses to build an audience and cultivate a community around their brand. By consistently creating and sharing engaging video content, businesses can attract followers who resonate with their values, interests, and offerings. These followers become not just customers but advocates and ambassadors for the brand (we covered "megaphones" in Chapter One: Rejection Is a Gift and the 1:1 mentality), helping to spread awareness and drive growth through word-of-mouth referrals and social sharing.

In essence, the principles that guided the pitchmen of the early years—authenticity, credibility, engagement, and the power of storytelling—remain just as relevant in the digital age. By embracing video as a means of reaching their ideal clients and building an audience on social media, modern businesses can tap into the same strategies that made their predecessors successful while leveraging the unique opportunities afforded by digital platforms. So, I ask. Do you want to make some videos? (Or build a snowman? Honestly, I'm game for either).

At this point I think we can all agree that video is an excellent tool for allowing people to get to know you, but the most effective approach is through consistently posting videos. While this can be challenging, depending on the format, you may find it necessary to write scripts. However, scripting can sometimes detract from the fun and spontaneity of videos. It's important to note that spontaneous

videos may only perform well on certain platforms and may not fully convey your message. As a business, showcasing who you are is one of the primary reasons for creating videos.

Developing a script for your video content, while it may be considered tedious by some, is crucial for several reasons. Firstly, a well-crafted script ensures that your message is clear, concise, and effectively communicated to your audience. It helps you organize your thoughts and ideas, ensuring that you cover all the key points you want to convey. Additionally, having a script can help you maintain consistency in your messaging across different videos, ensuring that your brand voice and tone remain cohesive. (We covered this in Chapter Seven: Becoming Crystal Clear. With Amy, remember Amy? UGH)

Moreover, scripting allows you to plan out the structure of your video, including the introduction and main content which helps maintain viewer engagement and guides them through the video smoothly, ultimately resulting in a Call to Action (CTA). It also provides an opportunity to incorporate storytelling elements, anecdotes, or humor, which can make your content more engaging and memorable.

While script writing may seem daunting, especially for those who are not accustomed to it, creating a fill-in-the-blank script can streamline the process and make it more manageable. By developing a template with customizable sections such as the introduction (your Hook), main points (your Story), and conclusion or CTA (your Offer), you can easily adapt it for different videos and topics while maintaining consistency in your messaging.

(In my best Billy Mays voice:) "Hi, Red Hilton here!" I have developed a fill-in-the-blank script which allows you to plug in specific details or examples relevant to each video, saving time and effort while still ensuring that your content is well-structured and effective. Since

the script provides a framework for your video content, it is easier to brainstorm ideas and plan out your videos in advance. (In my best Ron Popeil voice:) "But wait, there's more!"

This "fill-in-the-blank" script, called Hook, Story, Offer (HSO); teaches you to focus in on the pain points of your ideal client, create a "conversational" tone, and present your business as the best option to address these pain points. Hook, Story, Offer will help you to write your own 5-minute infomercial (or webinar, as the kids call it today). Once the blanks of HSO are completed, you will have the PERFECT base for a video, short webinar, or advertisement for your company or service. The best part, HSO, is designed to be used over and over again, allowing you to create ENDLESS video content. So you may be asking yourself, "Where's the beef? " (Miss you, Clara!) Well, the HSO workshop is part of our TheGameChangersConference.com Workshop and it is behind a paywall on my website (BelmontCityPress.com) so we won't be going over it in depth here. But, dear reader, allow me to give you some fundamental breakdowns of the HSO structure.

HOOK, STORY, OFFER (light version)

Primary purpose of HSO and how to become effective in messaging through the use of video:

• Know Your Audience: We covered this at length (some people would say "ad nauseam") in Chapter Eight: Define Your Avatar, but before creating any video content, take the time to understand your target audience deeply. What are their pain points, needs, and desires? What kind of content resonates with them? By having a clear understanding of who you're speaking to, you can tailor your messaging to address their specific concerns and interests, making your videos more engaging and relevant.

• Be Authentic and Genuine: Authenticity is key to connecting with your audience on a deeper level. Don't be afraid to show your personality, share your story, and let your passion shine through in your videos. People are drawn to authenticity and sincerity, so be genuine in your messaging and avoid coming across as overly scripted or salesy. Showcasing the human side of your business can help foster trust and credibility with your audience.

• Provide Value: In a world inundated with content, it's essential to offer something of value to your viewers. Whether it's educational tips, entertaining insights, or inspiring stories, aim to provide content that enriches the lives of your audience in some way. By consistently delivering valuable and relevant content, you position yourself as a trusted authority in your field and keep your audience coming back for more.

THE HSO FORMAT: This will produce a 5-minute infomercial video for your business.

HOOK:

Start with a captivating hook: Begin your video with an attention-grabbing fact, statistic, or question that intrigues the viewer and draws them in.

STAY WITH ME: Share your unique perspective: Express your opinion on a topic related to your services, especially if it's controversial or thought-provoking, to spark interest. Hint that clarification will follow, if they stay with you and watch the video.

ENGAGE: Provide valuable insights: explain the "truth" of your controversial or thought-provoking statement.

PROMISE: Explain what you're going to "share" with them in the video.

POINT: Point out a pain point you are addressing with the video. Use one pain point per video.

QUALIFY: Now, it's time to introduce yourself. Your name, your background, and how you are uniquely positioned to be relied upon to improve your ideal client's situation.

STORY:

This is where you will tell a compelling story: Incorporating storytelling elements will make your message more relatable and memorable, connecting emotionally with your audience.

MINDSET SHIFT: Call back to your HOOK. What is the ONE THING you want your ideal client to learn from this video even if it challenges conventional belief or is specific to only your business. How do you get them on your side?

ADDRESS CHALLENGES: Propose a common "thought" or "idea" that is holding your ideal client back, preventing them from using your services or product.

IDENTIFY/BREAKDOWN FALSE BELIEF PATTERNS: With multiple examples, demonstrate how you are going to "shatter" the challenges or obstacles (or false beliefs) your ideal client feels about your product or services.

THREE REASONS: Callback to the "promise" you made about the video. This is where you address the concerns you promised to "fix." Incorporate a "soft landing" for the pain POINT you highlighted earlier. We like to have 3 reasons to explain or 3 myths to address.

OFFER:

This is it. The moment you have been working towards the entire video: the crescendo. It is where everything starts to come together, and you subtly influence the decision-making process and increase the likelihood of a positive outcome.

DIRECT: Build anticipation, address a question they probably have after hearing your Hook and Story. Establish rapport and explain how your services are uniquely qualified answer to the problem.

BREAD CRUMBS: Strategically dropping hints or cues will guide your ideal client towards the desired action, often leading up to the call to action (CTA). Go over benefits/solutions that you provide. We prefer 2 or 3 "catalysts" that gently nudge the viewer towards the next step.

UPSELL OR CTA: Tell your viewers what steps to take to connect with you and find out how they can benefit from your offer.

URGENCY: Create a sense of urgency in your pitch(this should be subtle!). Although you are ready, willing, and able to assist or serve them right now, it is possible, due to the number of clients you take on at any one time or the amount of product you produce, that availability could become scarce or limited.

CLOSE: Recall the CTA (call-to-action) and explain that even if the viewer is not your ideal client, you would love to connect with them, if only to get feedback, learn about their business, etc.

Let's see how this all comes together: See how I have implemented this exact strategy into a video for Belmont City Press.

Creating video content consistently is essential for businesses to attract and inform their ideal clients, but scripting can be daunting. However, developing a fill-in-the-blank script like Belmont City Press's "Hook, Story, Offer" method streamlines messaging, ensuring clarity and consistency across videos. This approach allows creators to craft the perfect 5-minute webinar that can be scaled for various speaking opportunities, maintaining messaging coherence. By focusing on pain points, adopting a conversational tone, and positioning your business as the solution, this script empowers businesses to effectively engage their audience and drive action through compelling storytelling that won't leave their viewers wondering, "Where's the beef?"

Chapter Ten

Tell Us A Story

This is it, our last chapter together. As excited as I am to be "turning right on Hereford, left on Boylston" close to the end of this book, I must admit I'm feeling "some kind of way" about our time together coming to a close. But before we cross that finish line, we have a little more work to do. Let's finish strong!

"Tell us a story" became the tagline of Belmont City Press almost as quickly as I solidified the name of my company. #TellUsAStory encompasses everything I set out to accomplish when trying to provide a solution to others that I needed many years ago. The short of it is: In 2019, I wrote my first book, and even though it was more than 30 years in the making, the 18 months it took to get it out of my head and onto paper seemed longer. I struggled to form cohesive and clear sentences, let alone paragraphs. I would have given anything to have someone read my mind and organize the chapters of my book. Since then, I've come to find that we all have a story to tell, and thus, Belmont City Press was born.

With a focus on personal and business anthologies, our mission statement became, "Gather people from all backgrounds as friends or colleagues and unite them in a common bond. Share everyone's journey as a cathartic story or promise of professional guidance. Promote each individual by being their biggest cheerleader." The four tenets of Belmont City Press became:

• Establish credibility: Publishing a book is the ultimate credibility tool for positioning yourself as a go-to expert in your industry or for connecting with others on a profound level. Leveraging your book enables you to secure speaking engagements to promote your business, grow your client base, or share your journey to build an audience or inspire others.

• Brand Your Expertise: Writing a book substantially benefits business professionals looking to establish or enhance their brand. It is a powerful tool in a comprehensive strategy that involves creating a unique identity, image, and experience associated with their products or services. A book extends a business person's reach beyond their immediate network, allowing them to differentiate themselves in a crowded market.

• Simplify Your Life: A book encapsulates an author's expertise, perspective, and professional journey all in one place. Using your book to centralize your knowledge and experiences makes networking more impactful, personal branding more cohesive, and marketing efforts more efficient. Your book is a more substantial and impactful means of creating a lasting impression.

• Gain More Business: A book can serve as a lead generation tool. By providing valuable content, authors can attract readers who are potential clients interested in their professional services. Authors often receive invitations to speak at conferences, workshops, and

seminars. These opportunities further assist in client prospecting by putting them in front of audiences eager to learn from their insights.

As a point of reference, when someone publishes a book about their personal experiences, they often find themselves stepping into a sales role when marketing their book; here's why. Many individuals write books to share wisdom, stories, and experiences that can outlive the author and influence future generations. Most are driven by a deep desire to connect with others on a profound level. However, to reach and touch the lives of as many people as possible, authors must adopt strategies similar to those used by professional "experts" who write within specific fields to achieve similar goals in business. This means actively seeking opportunities to engage with audiences, leveraging moments to inspire, and providing guidance or hope, just as business professionals do. In essence, when aiming to highlight your book, you must embrace being your advocate and salesperson.

In our opinion, writing a book is no longer an option for professionals looking to establish themselves as the go-to expert in their field; it is a necessity to gain market advantage. A book is not just a publication; it's a multifaceted branding tool that establishes authority, showcases the depth of knowledge, expands reach, creates a lasting impact, facilitates connections, enhances the professional image, serves as a platform for diverse content, and differentiates the author from the competition. Authors can elevate their professional standing by effectively branding their expertise through a book, opening new opportunities, and building a lasting legacy in their niche.

Creating Authors

The desire to write a book is a common dream shared by many. These desires are often fueled by deep-seated passions. A commonly cited

statistic (credited to a New York Times article from a few years back) is that 81% of adult Americans want to write a book. Some common motivations for writing a book include:

• Creative Expression: Many people harbor a strong desire to express themselves creatively. Writing a book offers an expansive canvas to paint one's thoughts, imaginations, and insights in words.

• Share Knowledge or Experiences: For some, the motivation comes from a desire to share specialized knowledge, wisdom, and life or business experiences that could benefit, inspire, or entertain others.

• Achieve Recognition or Legacy: The aspiration to be recognized as an author, benefiting from the attention a book affords them, or leaving a tangible legacy through one's words can be powerful motivators.

• Personal and Professional Fulfillment: Writing a book is often seen as a bucket list goal, a personal challenge, or a powerful tool for professionals to establish authority, share expertise, and ultimately drive business growth.

Based on our observations at BCP, approximately 1-2% of those adult Americans who want to write a book go on to write their book. The journey from conceiving an idea to publishing a book is fraught with self-imposed and external challenges that can prevent aspiring authors from turning their dreams into reality. These "challenges" often mask fears and self-doubt, leading to almost 98% of aspiring authors pulling back on their dreams. At Belmont City Press, we understand these challenges and offer constructive responses to help inspire potential authors to take the leap and share their knowledge or stories with the world.

Common Reasons for Not Writing a Book and The Responses and Solutions Working With Belmont City Press Provides:

Imposter Syndrome or Not Being "Ready":

We covered 'Imposter Syndrome' in Chapter Four. However, many potential authors feel they aren't "expert" enough in their field to write a book or fear they don't have enough unique insights to offer. Look, "ready is a lie." The underlying issues of not feeling "ready" often involve self-doubt, perceived lack of expertise, or simply the daunting nature of the book-writing process.

Response:

For personal books, we like to paraphrase Glennon Doyle; when writing a book, talk about your scars, not your wounds. If you don't feel ready to write a book about your entire experience, try writing about the lessons you have learned up until now. Until your wounds have scarred over, they may be too raw, leaving you feeling exposed to others. However, your experiences until now could be someone else's survival guide. As time progresses and you heal, you will have a follow-up novel ready to go. Professionally: It's crucial to remember that expertise is relative, and what may seem "basic" to you could be groundbreaking for someone else. Writing about your unique perspective and experiences allows you to start from where you are, using what you know and can do. Take, for instance, our client, a new Agent in Real Estate. Only having three years in the industry made her cautious to write a book and appear to be an "expert," possibly

setting herself up to be "exposed." So, with our help and her deep roots in her community, we worked with her to interview other small businesses in her area: bakers, flower shops, tailors, dry cleaners, hair salons, and others. Her interviews became her book, and she used her book as a hand-out at "Open Houses" and other industry events. She promotes herself as the local "Agent who is friends with everyone in town" buyers can rely on for referrals once she finds them a home in their new town. Brilliant!

Fear No One Will Read It:

There's a common fear that, after all the effort, the book will not attract readers or make an impact.

Response:

Good news, at Belmont City Press, our objective is to help you write a book specifically as a marketing tool. For personal story authors, your book is a key to opening doors to opportunities to tell your story, such as conferences, seminars, guest blogs, and podcasts. The same is true for professionals; although there are many marketing and networking strategies to help your book find its audience, you do not need to worry about selling copies. No one is getting rich from royalties, not even the big guns in publishing. The purpose of your book is very clear: to help you have more "eyes on you" and to gain more business. Your book becomes the best and most significant business card you can have. It is a tool to attract more clients by centralizing your expertise in an easy-to-access format. Imagine the next time you get together with clients, hoping to close the deal. Your prospective client asks you a question, and you respond..." I wrote an entire chapter on that in my

book:" You hand them a copy of your book and say "turn to page 17, Helen." Brilliant!

If you are considering writing a book and curious about how to use it in your marketing, look no further. Our Book Marketing Quiz (BookMarketingQuiz.com) is here to identify the top marketing strategies for your book that match your business, ongoing marketing activities, and personality. Are you a Scribe? Novelist? Publicist? Let's find out!

Lack of Time:

Many people feel they are too busy with their daily responsibilities to write a book.

Response:

First, writing a book is a marathon, not a sprint. Second, with BelmontCityPressUniversity.com, we've developed an entirely online program that *literally* walks you through writing a book. You answer pointed and open-ended questions for 20 minutes daily for 21 days, and then we take it from there. Our writers and copy editors cultivate a narrative of your story and expertise. We either join your chapter with like-minded individuals in an anthology or publish a stand-alone book. Congratulations, you're a published author! Brilliant!

Fear of Criticism or Failure:

Potential authors often worry about negative feedback or the book's failure.

Response:

At some point, every successful author and entrepreneur has faced rejection and criticism. Criticism can be a valuable tool for growth and improvement. At BCP, we specialize in anthologies. We often have clients who gather fellow industry professionals to collaborate on a book with them, each person providing a chapter highlighting their specialized niche. On the other hand, inviting others to contribute to your book in a small way produces a group of respected industry experts who are eager for the publication of your book. For example, the Loan Officer who asks a high-producing Real Estate Agent to write the forward of their book or the Wellness Coach who asks a popular Dietician to contribute to a chapter and list the "Top 10 Things Everyone Needs to Know About Food For Living Well." Bringing together some "raving fans" before you publish is an excellent way to cast aside fears of criticism or failure. Brilliant!

Not Knowing Where to Start:

The book writing process can seem overwhelming, especially for first-time authors who need help figuring out how or where to begin.

Response:

At Belmont City Press, we recognize there are many ways to complete your book: hire a ghostwriter, use a pre-fabricated book (PLR), writing retreats or boot camps, collaborative writing groups, or you could go through our 21-Day-to-Author program. All have pros and cons, and we have opinions on each. (I know, you're surprised!) To discover if writing your book with Belmont City Press is right for you, reach out to us and schedule a call, send an email (publisher@belmontcitypress.com), or plan a Zoom. We can't promise we will always have spots available, as we only work with a few authors at a time. Depending upon the time of year, we may only have time slots available for a quick consultation to see if becoming a published author is right for your business. But that changes often as authors make their way through our guided program. In any case, reach out for no reason other than we would love to hear your story. Brilliant!

Now, let's address some more of those "challenges" aspiring authors face when deciding to write a book. Below are some "challenges" and suggested book "styles" to alleviate them.

Self-Imposed Challenges To Writing a Book and The Styles Of Books To Overcome These Challenges

Procrastination

Style/Approach: Blog-to-Book Project: This approach starts with a series of blog posts focused on a specific theme or topic. Over time, these posts are expanded, refined, and interconnected to form the basis

of a book. It's a gradual process that allows authors to build their manuscript piece by piece, making the task of writing a book less intimidating and more manageable.

How It Helps: Starting with a series of blog posts on a particular subject can feel less daunting than writing a book. This approach breaks down the book-writing process into smaller, more manageable pieces, encouraging consistent writing habits and gradually accumulating content that can be compiled into a book.

Self-Doubt

Style/Approach: Personal Journey or Memoir: Writing a personal journey or memoir entails crafting a narrative around one's life experiences, challenges, insights, and growth. It's a deeply personal form of writing that draws on the author's own stories, making issues of expertise less daunting since the primary source material is the author's life itself.

How It Helps: Writing about one's own experiences, challenges, and triumphs can be empowering. It leverages the author's unique perspective and expertise, reducing the fear of not being "expert" enough. Personal narratives inherently value the author's voice, helping to mitigate self-doubt.

Perfectionism

Style/Approach: First Draft Series or Serialized Fiction: This method involves publishing a story in segments or chapters over time, often on a public platform. The focus is on moving the narrative forward and engaging readers continuously rather than perfecting every detail before sharing. This serial format can help authors overcome

perfectionism by prioritizing continuous writing and direct reader engagement.

How It Helps: Committing to publishing a series of first drafts or serialized fiction (e.g., on a platform like Wattpad) can help overcome perfectionism. The focus shifts to progressing the story and engaging readers, rather than perfecting every detail. Feedback from readers can also guide revisions, making the task less solitary and perfection-driven.

Lack of Discipline

Style/Approach: Writing Challenge or Event Participation (e.g., NaNoWriMo): Participating in a writing challenge like National Novel Writing Month (NaNoWriMo) involves committing to writing a certain amount of words within a specific timeframe, often with the goal of completing a novel draft. These events provide structure, deadlines, and a supportive community, fostering a sense of accountability and motivation.

How It Helps: Participating in a writing challenge like National Novel Writing Month (NaNoWriMo) provides structure, deadlines, and a community of writers working towards a common goal. This external accountability can boost discipline and productivity.

External Challenges To Writing a Book and The Styles Of Books To Overcome These Challenges

Time Constraints

Style/Approach: Anthology or Collection of Short Stories/Essays: This approach entails writing shorter, standalone pieces—such as short stories, essays, or poems—that can be completed in shorter periods of time. These pieces are then compiled into a cohesive collection or anthology. It's ideal for writers with limited time, allowing for progress in smaller, manageable increments.

How It Helps: Writing shorter, standalone pieces requires less continuous time commitment than a full-length novel or non-fiction book. This format allows authors to write in bursts as their schedule permits, eventually compiling these pieces into a cohesive anthology.

Lack of Support

Style/Approach: Collaborative Writing Project: A collaborative writing project involves two or more authors co-creating a work, whether it's a novel, a collection of essays, or another form of written work. This method distributes the workload and provides a built-in support system of fellow writers, helping to keep motivation high and offering diverse perspectives on the project.

How It Helps: Collaborating with one or more writers can provide a support system, sharing the workload and offering motivation. Collaborative projects can take many forms, from co-authored books to compilations where each author contributes to a chapter.

Market Pressures

Style/Approach: Niche How-To Guides or eBooks: Focusing on a specific niche, authors can create detailed guides or eBooks that address particular topics, problems, or interests. These works leverage the author's expertise and are often self-published, targeting a specific audience seeking that knowledge. This approach reduces the pressure of broad market appeal, focusing instead on serving a well-defined reader base.

How It Helps: Focusing on niche topics in which the author has expertise can reduce the pressure of broad market appeal. These works can be self-published, especially in eBook format, directly targeting specific audiences without the need for mainstream commercial success.

Information Overload

Style/Approach: Curated Guide or Expert Compilation: Instead of creating entirely new content, authors curate and compile existing information, presenting it in an accessible and insightful way. This could involve summarizing research, providing analysis on a series of studies, grouping blog posts, or compiling expert opinions on a topic. The author acts as a knowledgeable guide, helping readers navigate complex subjects.

How It Helps: Instead of attempting to cover a topic comprehensively, authors can curate information, distilling complex subjects into accessible guides. This approach leverages existing knowledge and positions the author as an expert curator, reducing the overwhelm of creating entirely new content.

Commercial Viability

Style/Approach: Business How-To or Thought Leadership Book: As mentioned above, when discussing the "fear no one will read your book," most books are written as tools in a marketing strategy. A "thought leadership" book is designed to showcase the author's expertise and innovative ideas in a specific field or industry. It aims to position the author as a leading expert or visionary, offering unique insights, forward-thinking concepts, and actionable solutions to challenges within their domain. These books are often used to influence industry trends, spark discussions, and establish the author's credibility and authority on the subject matter, not to earn royalties from sales.

How It Helps: Writing a book as a marketing tool for a business or expertise doesn't require any effort in the "selling" of the book. The primary goal isn't direct sales from the book but instead using the book to enhance credibility, attract clients, or as a giveaway to build professional relationships. This book could also offer valuable insights, case studies, or how-to guides relevant to their industry. This approach sidesteps the pressure of commercial success, as the book's value comes from its utility in supporting the author's business or career goals.

Emerging Professional

Style/Approach: Interview-Based Book: Similar to Imposter Syndrome or "not feeling ready" (above), create a book centered around interviews with experts or practitioners in your field of interest. This format can range from a collection of interviews to a more narrative

style that weaves together insights from various contributors around specific themes.

How It Helps: This approach positions the author as a curator of knowledge rather than the sole expert, which can be less daunting. It leverages the expertise of others, providing valuable content for readers while allowing the author to covertly learn alongside the reader.

Additional Styles of Books

The How-To Guide: These books provide practical advice on achieving specific outcomes or mastering skills. A salesperson might write a book like "The Art of Closing Deals: A Step-by-Step Guide to Becoming a Sales Champion," offering readers actionable strategies for improving their sales techniques.

The Industry Insight Book: This style involves sharing in-depth knowledge about a particular industry. An example could be "Tech Sales Decoded: Insider Strategies for Selling SaaS Products," aimed at sales professionals in the technology sector, offering insights into industry trends, customer behavior, and effective selling strategies for SaaS products.

The Personal Journey: Here, the author shares their experiences, challenges, and successes in their career. A book like "From Cold Calls to Closed Deals: My Journey to Sales Success" can inspire, educate, and offer relatable experiences for salespeople at all stages of their careers.

The Thought Leadership Book: These books position the author as a thought leader by introducing innovative ideas or perspectives on selling, business growth, or customer relations. An example could be "The Future of Selling: How Emotional Intelligence Is Transforming Sales," which explores the evolving landscape of sales

and the increasing importance of EQ in building customer relationships.

The Research-Based Book: Authors present findings from original research or compile existing studies to offer insights into effective sales strategies. A book like "Selling Smart: Data-Driven Strategies to Maximize Sales Performance" would appeal to sales professionals looking for evidence-based approaches to improve their results.

The Motivational Book: Aimed at boosting morale and inspiring action, motivational books often include success stories, motivational principles, and mindset shifts. "Sell Your Way to the Top: Motivation and Mindsets for Sales Success" could be an example, offering encouragement and practical tips for overcoming common sales challenges.

The Niche-Specific Manual: These books target very specific segments of sales, offering detailed guidance on selling within particular niches. For instance, "Luxury Real Estate Selling Secrets: How to Dominate High-End Markets" would provide specialized advice for real estate agents focused on the luxury market.

The Problem-Solving Book: This type of book focuses on identifying common problems or pain points in a specific area of sales or business and offering clear, practical solutions. An example could be "Overcoming Objections: The Salesperson's Guide to Handling Customer Hesitations," which would provide strategies for sales professionals to navigate and overcome objections during the sales process, improving their conversion rates.

The Anthology of Success Stories: Compiled from various contributors, this style features a collection of success stories from different authors, providing a diverse range of perspectives and insights into achieving sales excellence. A book like "Sales Victories: Real Stories from the Front Lines of Sales" could inspire readers with tales

of triumph from salespeople in various industries, highlighting the versatility and adaptability required in successful selling.

The Workbook or Interactive Guide: Designed to be a hands-on tool, these books include exercises, worksheets, and actionable steps for readers to apply the concepts discussed in real-time. "The Sales Mastery Workbook: Exercises for Refining Your Sales Strategy" could offer readers a structured way to develop their sales skills, from crafting pitches to managing client relationships, with interactive content to engage and challenge them.

Each style opens up new avenues for sales professionals and business authors to share their expertise, connect with their audience, and reinforce their status as experts in their field. Whether through solving specific problems, sharing success stories, or providing interactive learning experiences, these book styles cater to a wide range of reader preferences and learning styles. This gives potential authors options when looking for the "style" of book that suits them best and enhances the reach and impact of their professional insights.

COLORING BOOKS

Adult coloring books are a thing (no, really, I cannot emphasize this enough. They are having more than a “moment” right now. It is akin to a “movement”). From nostalgic pleasure to cathartic comfort, adult coloring books are on the bestseller list of almost every bookseller, including Amazon, Barnes & Noble, and even Walmart. What initially started as a relatively small niche hobby, has exploded into a worldwide phenomenon, with eight of the top 50 bestsellers in 2015 under "Adult Nonfiction" going to adult coloring books. For most retailers, the popularity of adult coloring books has spurred sales in related art supplies. A Nielsen report revealed that sales of colored pencils

increased 26.3 percent in 2020, a big uptick compared to the previous three years when the growth rate ranged from 1.3 to 7.2 percent.

A tiny segment of our company (known as the "fun" department) is dedicated to producing coloring books. This department is typically used for social media influencers and fundraisers but has some value in the business world. A personalized coloring book, tailored to a business's brand and message, offers a unique and creative marketing tool. Such a coloring book can be especially effective for salespeople or business owners looking to increase sales, enhance exposure, and improve client retention in several innovative ways:

• **Promotional Giveaways:** Personalized coloring books can be excellent promotional items at trade shows, conferences, or local community events. They not only stand out from the usual business cards and flyers but also engage potential clients in a fun, memorable activity that's directly linked to the business's brand. This interaction can make the business more memorable, encouraging potential clients to reach out when they need the services or products offered. Branded coloring books offer a tangible giveaway option for business professionals who may not view themselves as experts and seek a substantial yet less knowledge-intensive alternative to text-based books. This choice allows them to provide something of value without the need for extensive experience.

• **Direct Mail Campaigns**: Including a personalized coloring book in direct mail campaigns adds a tangible, interactive element to the business's marketing efforts. Recipients are more likely to engage with and remember physical items, especially those that offer a unique value like relaxation and creativity. This strategy can help keep the business top of mind among its target audience, potentially leading to increased inquiries and sales.

• **Customer Loyalty Rewards:** Offering personalized coloring books as a loyalty reward or a thank-you gift for continued business can enhance customer retention. It shows appreciation in a unique and personal way, fostering a positive emotional connection with the brand. This approach encourages repeat business and can prompt customers to share their experiences with others, generating word-of-mouth referrals.

• **Social Media Engagement**: This is where BCP shines! One of our most successful campaigns with a coloring book is a self-described "Globally Stunning" Social Media Star who has now amassed more than 4 million followers across platforms. When developing a branded coloring book for our Social Media clients, we also assist with the book launch and encourage purchases of the books to coincide with " color with me nights" conducted by the Social Media author. These interactive online meet-ups allow the author to increase sales and the followers to spend time coloring with the author via TikTok or Facebook "live" events. By encouraging clients to share their colored pages on social media with a specific hashtag, the author can interact with followers and increase exposure and engagement. For businesses, it's an opportunity to showcase their creativity while also spreading the word about the business to a wider audience. In some cases we have had the Social Media influencer reach out to their followers for submissions to the coloring book, which as you can imagine increased the reach and commercial appeal of the book. These strategies can all be amplified by running contests or offering prizes for the best post-publication coloring submission, further increasing participation and visibility.

• **Educational Tool**: For businesses related to sectors like health, finance, or environmental services, a personalized coloring book can serve as an educational tool geared towards adults and children. By in-

corporating industry-related themes and information into the coloring book design, businesses can educate their audience in an engaging way. For example, a dental practice might create a coloring book that teaches children about dental hygiene through fun illustrations. This approach not only positions the business as a helpful resource but also builds trust and credibility with its audience.

Utilizing a personalized coloring book as part of a marketing strategy allows a business to connect with its audience on a personal and creative level. This innovative approach can enhance brand recognition, foster a deeper customer relationship, and ultimately increase sales and client retention.

The Pull/Push Balance in Business

The "Pull/Push" balance in business refers to a strategic approach that combines attracting or drawing in clients by pulling them into your world, actively promoting products or services to them, and pushing them to succeed in their own lives and thrive with your products and services. The key is centralizing your expertise and refining your marketing to reach your target audience. Writing a book is an unparalleled strategy to anchor your authority, share success stories and testimonials, and highlight what separates you from the competition. With your book, you not only pull potential clients into your sphere by offering them a deep dive into your knowledge and unique insights but also set the stage for pushing them toward success through your specialized products and services. The “Pull/Push” balance is crucial across various industries, as it helps businesses engage their target audience effectively while encouraging them to take action and achieve success.

Here are several examples illustrating this concept in different contexts:

• **Life Coaching**: A life coach must attract or "pull" clients by showcasing their expertise, success stories, and the potential benefits of coaching through content marketing, speaking engagements, and social media engagement. Once clients are on board, the coach "pushes" them to excel by setting goals, providing accountability, and offering the tools and motivation needed to achieve personal and professional growth.

• **Book Publishing**: Publishers need to attract or "pull" authors by demonstrating their success in marketing books, providing editorial expertise, and offering a supportive publishing process. This pull strategy ensures authors feel confident in the publisher's ability to enhance their work. Once an author is part of the publishing house, the publisher then "pushes" the author to meet deadlines, polish their manuscript, and participate in marketing activities, all of which are aimed at making the book—and by extension, the author's brand—more successful.

• **Fitness Centers and Personal Trainers:** Gyms and personal trainers "pull" in members or clients by offering state-of-the-art facilities, diverse workout classes, or personalized training programs that cater to various fitness goals. They might also use free trials or workshops as a pull strategy. Once individuals are engaged, the "push" strategy involves motivating them to push their limits, adhere to their fitness plans, and possibly upsell additional services or premium memberships.

• **Real Estate Brokerages**: Real estate agents "pull" potential clients by showcasing their market knowledge, customer testimonials, and high-quality property listings through various marketing channels. They might also offer free valuation services or informative sem-

inars on buying and selling property to attract sellers and buyers. After establishing a relationship, agents "push" clients to achieve their goals by educating them with tailored property suggestions, negotiation assistance on deals, and offering comprehensive support throughout the buying or selling process, encouraging them on how to best close deals.

In every scenario described, employing a pull strategy involves crafting an enticing offer that naturally attracts individuals, compelling them to interact with your business or service. Writing a book serves as an effective method to pull potential clients into your sphere of influence, consolidating your authority by disseminating your insights and fostering relationships through meaningful connections. Furthermore, by integrating calls-to-action and providing educational advice, you're able to push your clients towards achieving success by leveraging the products and services you offer.

Signature Talks

Part of "Telling Your Story" involves well, telling your story. One of the greatest passions I have for helping people to showcase their business is assisting with drafting their Signature Talk. Having a Signature Talk is a powerful tool in promoting a business, offering a strategic way to communicate your message, expertise, and values to your target audience. This crafted presentation serves not just as a promotional piece but as a cornerstone of your brand's narrative, helping to distinguish you in a crowded marketplace.

Stephanies Story

My friend Stephanie is a talented professional photographer. A short time ago, Stephanie attended my Game Changers Conference and part of the conference was talking about crafting a Signature Talk. To illustrate how to craft a Signature Talk I decided to use Stephanie as an example during the conference. I chose her mostly because of how my idea for her Signature Talk and her need for a powerful narrative that went beyond the lens, captured the essence of her work, and also resonated with her clients, came together in a tantalizing speech.

After much thought, I felt that the heart of her talk should revolve around the theme of "being brave." You see, Stephanie's clients embark on a journey of trust and vulnerability from the moment they decide to work with her. To stand before a camera, to reveal one's true self, requires bravery. It demands courage to trust someone else to see us as we are, to capture our essence, and to pose us in ways that we may have never seen ourselves. Stephanie helps her clients navigate these waters of self-doubt and vulnerability, transforming what could be a nerve-wracking experience into one of empowerment and self-discovery.

You see, Stephanie's clients, in trusting her, were not just stepping into a studio; they were stepping into a space where their insecurities and fears could be laid bare. This act of bravery wasn't just about facing the camera, but about confronting their own self-image issues, their discomfort, and sometimes their lifelong struggle to accept and love their appearance. Stephanie's role transcended that of a photographer; she became a guide, a confidant, a catalyst for change.

In polishing Stephanie's Signature Talk, we would keep the essence of her work at the core—empowerment through vulnerability. The

climax of her presentation, carefully crafted for maximum impact, would be the revelation that she specializes in boudoir photography. This revelation would bring the theme of bravery full circle, highlighting the intimate and transformative nature of her work. It would be a moment of collective realization for her audience, a moment where the importance of being brave, in front of the camera and in life, truly hit home.

In developing a signature talk for Stephanie, we would not only aim to promote Stephanie's business but also to inspire her audience. We wanted to convey that bravery is not the absence of fear, but the strength to move forward despite it. Stephanie's photography is a celebration of this bravery, a testament to the beauty of being vulnerable, and a reminder that sometimes, the most empowering thing we can do is trust someone else to see us, truly see us, as we are. To book a session, check out her work, or just find a way to spend time with this beautiful human, you can find Stephanie at LustLoveBoudoir.com

Signature Talks Utilization Across Various Platforms

Once crafted, here are some uses for that kick-ass Signature Talk:

• Conferences and Workshops: These are traditional yet powerful venues for delivering your Signature Talk. They provide a platform to reach an engaged audience actively seeking insights and solutions in your area of expertise.

• Webinars and Online Courses: Offering a digital version of your Signature Talk through webinars or as part of an online allows you to connect with clients who cannot attend in-person events.

• Social Media: Short segments of your Signature Talk can be adapted for social media platforms, serving as valuable content to engage with your audience.

• Podcasts & Guest Blogging: Sharing your insights on podcasts or through guest blog posts can help you reach a new audience. These platforms offer a way to delve deeper into subjects covered in your Signature Talk, providing additional value to listeners and readers.

• Networking Events: A concise version of your Signature Talk can be a compelling introduction in networking settings, helping you quickly communicate your business's value proposition.

• Sales Meetings and Pitches: Tailoring your Signature Talk for one-on-one sales meetings or pitches can help persuade potential clients or investors of the value of your business.

Crafting a Signature Talk can be an incredibly fun process, especially when you dive into the creative challenge of selecting a topic. The real excitement lies in choosing a subject that not only has commercial appeal but also includes an unexpected twist. This element of surprise, similar to revealing Stephanie is a boudoir photographer at the end of her talk, adds depth and intrigue to a presentation. A Signature Talk is not just a speech; it's a versatile asset that can be adapted and utilized across various platforms to promote your business. By establishing your expertise, building trust, and enhancing visibility, a Signature Talk helps to attract and engage your target audience, driving growth and success for your business. Let us know if you are interested in crafting your signature talk.

Publisher@BelmontCityPress.com

Afterword

Red-isms

My sister and I would both describe our Dad as fun, but funny would possibly be a bridge too far. When I was a little girl, my dad had a nickname for me (ok, there were a few, but one in particular). He called me "nerves of steel." Truth be told, I never felt brave, but given my father's propensity to not be "funny" instead being factually based in everything he did, I took him at his word. I had nerves of steel! Because of that, I grew up with my feet firmly planted with unwavering belief in my abilities. I was taught to embrace education, seek out opportunities to help, and never forget I could be successful in everything I did in my life. (Not that I was successful, but to believe I could be...) I mean, I had nerves of steel, which meant I was unstoppable. That is powerful for a child. As I write this, today would have been our Dad's 80th birthday. Over the years, I often wondered what I missed out on learning from him, but I also recognize his death propelled me forward, leaning into life with quiet confidence. Now, I am not as concerned about what I would have learned from him but what I have missed teaching him about me. 'The Power of Not Yet' is a tribute to the "roots and wings" provided to me in my childhood. Just as I always believed I would be successful in everything I did, even were

I not, I always relied on my nerves of steel to empower and protect me, even if they didn't.

In this book, I tried to illustrate how this outlook has guided my journey, enabling me to approach obstacles with confidence and curiosity and to see potential where others might see limitations. In Chapter One, we learned the importance of reframing past experiences, intentions, and thought patterns to foster self-belief and recognize rejection as a pathway to our goals, adopting "what if, instead..." as a strategy to view obstacles as opportunities for growth. Chapters two through four delved into reevaluating our understanding of happiness, distinguishing it from the concept of safety. Then, we tackled the management of negative emotions, debunked the myth of multitasking, and clarified previously confusing ideas. Key among these was transforming impostor syndrome from an obstacle into a catalyst for growth and redefining success by adopting a broader perspective on personal accountability. Chapters five through seven focused on mastering one's craft with an emphasis on excellence over perfection, building meaningful connections by educating rather than influencing and creating a supportive environment inspired by role models to foster growth and clarity in one's journey. The final chapters brought the narrative full circle by defining our avatar, perfecting our pitch, and sharing our story through Belmont City Press or elsewhere.

This book serves as an invitation to remember that the story doesn't end here. Every ending is a new beginning, a moment not to pause but to reflect, recalibrate, and reignite our passion with renewed vigor. The "not yet" mindset is more than a philosophy; it's a compass that guides us through the unknown and reminds us that there is always more to learn, more to achieve, and more to become. So, as you stand on the precipice of what comes next, gaze not into the abyss of uncertainty

with fear but with the exhilarating knowledge that the best parts of your journey are before you and unrealized, at least "Not Yet."

Think Of It This Way

Before you go...I could probably fill this book with 100 chapters on my experiences, opinions, and stories (still unclear if that is a positive or negative thing). So, instead of writing my version of "War and Peace" (which is over 1400 pages long), I'm going to leave you with a few parting thoughts and some advice or, as I call them, "Red-isms."

Care, don't conform:

You can care what people think, but you don't always need to agree with them. Even though many of us say we don't care about others' opinions, deep down, a part of us always does. As it should, it goes a long way to keep society civil. However, it's important to remember that while it's okay to listen to what people say about us, we don't have to let their opinions shape who we are or what we do.

- Think of it this way: when someone shares their opinion about us, they're giving us a tiny piece of a puzzle. That piece can be interesting, maybe even helpful, but it's just one piece. Our life is a giant puzzle made up of thousands of pieces, and we're the only ones who can see the whole picture. People looking in from the outside don't see everything—we do. They're missing pieces of our puzzle, like our thoughts, feelings, and reasons for doing things. So, when they give us a piece of their puzzle (their opinion), it doesn't always fit perfectly with ours. Remember, what people think of us says more about them than it does about us. Care, don't conform.

Today is not forever:

Offering dual wisdom, this serves as a beacon of hope and a reminder of life's fleeting nature. On one hand, it reassures us that today's challenges are but temporary hurdles; they do not define our future. On the other hand, "Today is not forever" urges us to embrace the present with open arms and is a poignant reminder that our moments are precious and fleeting, pushing us to celebrate our victories, no matter how small.

- Think of it this way: Navigating through life is akin to sailing on the ocean under changing skies. Imagine each day as a unique voyage: some days, the sea is rough, with stormy weather making the journey challenging. These are the days when we must hold fast to the ship's wheel, knowing that calm seas and favorable winds lie ahead, promising smoother sailing on the horizon. Also, "Today is not forever" serves as a gentle nudge to unfurl our sails and bask in the beauty of the moment. It encourages us to soak in the sun's warmth and dive into the depths of our joys and passions, fully aware that these perfect conditions are precious and not to be taken for granted. Just as the sea's face changes with the day, so does our life, and embracing "Today is not forever" helps us navigate the storms and serenities equally, making the most of every moment we're given.

Multitasking is a myth:

We covered this briefly in the book, but it bears repeating. When we think we're multitasking, we're actually just switching quickly between tasks. This constant switching doesn't mean we're doing multiple things at once; instead, it decreases our efficiency and effectiveness in each task. Multitasking often stems from underlying challenges in

time management. When individuals struggle to prioritize tasks, set realistic deadlines, or allocate their time effectively, they may find themselves in a position where multitasking seems like the only solution to meet all their obligations. However, this approach is more of a Band-Aid on a gunshot wound than a cure for the root problem. Inefficient time management leads to a cycle of constant task-switching, as attempts are made to keep all projects advancing, albeit slowly and often with compromised quality.

- Think of it this way: Imagine a chef attempting to cook multiple dishes for a banquet without planning the menu or preparing ingredients in advance. The chef frantically moves from one dish to another, stirring a pot here, chopping vegetables there, and periodically checking the oven. Each dish gets attention occasionally, but none are cooked with the care or focus required to make them outstanding. Because the chef didn't manage their time well—failing to sequence tasks, prep ingredients, or focus on one recipe at a time—the final dishes are likely to be mediocre, and the process far more stressful than needed.

A passive-contributor is a vicarious achiever (PCVA):

This refers to an individual who desires the accolades and success seen in others but is unwilling to invest the necessary effort and dedication to achieve similar results. You should avoid being a PCVA and avoid collaborating with them; it can sink your business. A PCVA may superficially engage in projects or ventures, often under the guise of seeking colleague assistance or collaboration. However, their primary aim is not to contribute meaningfully to the work at hand but to have others shoulder the bulk of the responsibility. They prefer to benefit from the outcomes of hard work without actively participating in the

process. We all know a person who insists they are not able to achieve their dream because no one is helping them. As I said in Chapter Three: Circle Starts Here: Blame Vs Accountability, if at any point "it" seems like things are not working, might I suggest you are the "it" that is not working?

- Think of it this way: Stop "harvesting fruits from a tree you did not plant" showcases the idea of someone reaping the rewards and benefits of labor and effort they did not contribute to. Just as someone might come upon a fruit-bearing tree and enjoy its produce without having tended, planted, or cared for it, a passive contributor who is a vicarious achiever looks to gain from the successes and achievements of others without putting in the necessary work, dedication, and time that went into cultivating those results.

And before you ask, the difference between being a "passive contributor/vicarious achiever" and "standing on the shoulders of giants" lies in the intention, contribution, and acknowledgment of the work of others. We covered this in Chapter Six but, "Standing on the shoulders of giants" celebrates and builds upon past achievements in a spirit of homage and advancement, while being a "passive contributor but vicarious achiever" involves benefiting from others' efforts without adequately contributing to or respecting the foundation laid by those efforts.

Listen, my goal in life is to "Teach you how to think, not what to think" and have you question if you want "Reasons or Results" at the end of your journey. Always focus on "Being the person you were meant to be," and remember, "Never trade integrity for income." I wish you well.

About the Author

Red uses her experience as a former comedienne, a marathoner, a mom, and a tired old grumpy lady to compulsively work towards getting herself and others from point A to point B as quickly and easily as possible. Inspired by a 30-year career, a very long run through Boston, and an overwhelming need to simplify her life, Red founded BelmontCityPress.com. Her first book solidified her as a go-to person in her industry, and with her follow-up series, Red literally "wrote the book" on marketing to succeed in business. In her latest literary labor of love, "**The Power of Not Yet: Unleashing Your Potential One Rejection at a Time**, "Red has decidedly given her readers permission to establish credibility, brand their expertise, simplify their lives, & gain more business. She has set her sights on sharing her journey, experience and expertise with you.

With more than 250 classes, seminars, and speaking engagements to her credit, Red looks to help you grow to a six-figure income and create your own seven-figure business. She has been featured in The Boston Globe, The Boston Examiner, Book Launch Express, Book Publishers

Central, Bookstore Newswire, NBC, CW, AP News, FOX, ABC, and has had multiple publications hit #1 in the US and Canada.

Interested in booking Red?

MeetYourPublisher.com

Want to chat about your own 21-Day-to-Author journey?

ChatWithRed.com

Download a copy of Red's One Sheet or Media Kit.

RedHiltonOneSheet.com

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Chapter Two

Sources of Insight

What is Happiness by J.D. Meier

https://sourcesofinsight.com/what-is-happiness/#:~:text=Happiness%20can%20be%20defined%20as,%2C%20accomplishments%2C%20and%20personal%20experiences.

Chapter 3

Captain Sully's Minute-by-Minute Description of The Miracle On The Hudson | Inc.

https://youtu.be/w6EblErBJqw?si=TC7Jc-vgivHVaqg_

Chapter 5

Nadia Bolz-Weber

https://onbeing.org/programs/nadia-bolz-weber-seeing-the-underside-and-seeing-god-tattoos-tradition-and-grace/

Chapter 10

What's Up With The Adult Coloring Books Craze? (valuewalk.com)